

	Page	Table	Title	Base Description	Base
●	1	1	samplegroup: This stores the sample group assigned	Base : All	2529
●	2	2	samplegroup: This stores the sample group assigned	Base : All	2529
●	3	3	samplegroup: This stores the sample group assigned	Base : All	2529
●	4	4	QA1 For which, if any, of the following services are you solely or jointly responsible for deciding which provider to use?	Base : All	2529
●	5	5	QA1 For which, if any, of the following services are you solely or jointly responsible for deciding which provider to use?	Base : All	2529
●	6	6	QA1 For which, if any, of the following services are you solely or jointly responsible for deciding which provider to use?	Base : All	2529
	7	7	QA2 Gender	Base : All	2529
	8	8	QA2 Gender	Base : All	2529
	9	9	QA2 Gender	Base : All	2529
●	10	10	Qage Age	Base : All	2529
●	11	11	Qage Age	Base : All	2529
●	12	12	Qage Age	Base : All	2529
●	13	13	QA4 Which of the following best describes your employment status?	Base : All	2529
●	14	14	QA4 Which of the following best describes your employment status?	Base : All	2529
●	15	15	QA4 Which of the following best describes your employment status?	Base : All	2529
	16	16	QA5 Social grade	Base : All	2529
	17	17	QA5 Social grade	Base : All	2529
●	18	18	QA5 Social grade	Base : All	2529
●	19	19	QA6A Whereabouts in the UK do you live?	Base : All	2529
●	20	20	QA6A Whereabouts in the UK do you live?	Base : All	2529
●	21	21	QA6A Whereabouts in the UK do you live?	Base : All	2529

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●	22	22	QA6B And is your home...?	Base : All	2529
●	23	23	QA6B And is your home...?	Base : All	2529
●	24	24	QA6B And is your home...?	Base : All	2529
●	25	25	QA6C Are there any children under 16 in your household?	Base : All	2529
●	26	26	QA6C Are there any children under 16 in your household?	Base : All	2529
	27	27	QA6C Are there any children under 16 in your household?	Base : All	2529
●	28	28	QA7 Agreement with statements about technology services - I try to keep up with technology	Base : All	2529
●	29	29	QA7 Agreement with statements about technology services - I try to keep up with technology	Base : All	2529
●	30	30	QA7 Agreement with statements about technology services - I try to keep up with technology	Base : All	2529
●	31	31	QA7 Agreement with statements about technology services - My friends tend to come to me if they have questions about technology	Base : All	2529
●	32	32	QA7 Agreement with statements about technology services - My friends tend to come to me if they have questions about technology	Base : All	2529
●	33	33	QA7 Agreement with statements about technology services - My friends tend to come to me if they have questions about technology	Base : All	2529
●	34	34	QA7 Agreement with statements about technology services - I'm as knowledgeable about these technologies as the next person	Base : All	2529
●	35	35	QA7 Agreement with statements about technology services - I'm as knowledgeable about these technologies as the next person	Base : All	2529
●	36	36	QA7 Agreement with statements about technology services - I'm as knowledgeable about these technologies as the next person	Base : All	2529
●	37	37	QA7 Agreement with statements about technology services - SUMMARY - NET: AGREE	Base : All	2529
●	38	38	QA7 Agreement with statements about technology services - SUMMARY - NET: AGREE	Base : All	2529
●	39	39	QA7 Agreement with statements about technology services - SUMMARY - NET: AGREE	Base : All	2529

	Page	Table	Title	Base Description	Base
●	40	40	QB1 Which of the following services do you/your household have?	Base : All	2529
●	41	41	QB1 Which of the following services do you/your household have?	Base : All	2529
●	42	42	QB1 Which of the following services do you/your household have?	Base : All	2529
	43	43	QB1A Does your household pay line rental in order to receive the fixed broadband service?	Base : All with fixed broadband service but no landline at QB1	83
	44	44	QB1A Does your household pay line rental in order to receive the fixed broadband service?	Base : All with fixed broadband service but no landline at QB1	83
	45	45	QB1A Does your household pay line rental in order to receive the fixed broadband service?	Base : All with fixed broadband service but no landline at QB1	83
●	46	46	QB2_1 Which provider do you use for fixed landline/line rental?	Base : All with this service	2470
●	47	47	QB2_1 Which provider do you use for fixed landline/line rental?	Base : All with this service	2470
●	48	48	QB2_1 Which provider do you use for fixed landline/line rental?	Base : All with this service	2470
●	49	49	QB2_2 Which provider do you use for fixed broadband?	Base : All with this service	2456
●	50	50	QB2_2 Which provider do you use for fixed broadband?	Base : All with this service	2456
●	51	51	QB2_2 Which provider do you use for fixed broadband?	Base : All with this service	2456
●	52	52	QB2_3 Which provider do you use for pay TV service?	Base : All with this service	1839
●	53	53	QB2_3 Which provider do you use for pay TV service?	Base : All with this service	1839
●	54	54	QB2_3 Which provider do you use for pay TV service?	Base : All with this service	1839
●	55	55	QB2_4: Which provider do you use for mobile phone/ SIM (as part of a package with your fixed line, broadband or Pay TV service)?	Base : All with this service	568
●	56	56	QB2_4: Which provider do you use for mobile phone/ SIM (as part of a package with your fixed line, broadband or Pay TV service)?	Base : All with this service	568
●	57	57	QB2_4: Which provider do you use for mobile phone/ SIM (as part of a package with your fixed line, broadband or Pay TV service)?	Base : All with this service	568
	58	58	QB2: Which provider do you use - SUMMARY	Base : All with this service	2470
●	59	59	QB2group1: Groups qualified for based on the current provider. dual and pay tv can overlap	Base : All	2529

	Page	Table	Title	Base Description	Base
●	60	60	QB2group1: Groups qualified for based on the current provider. dual and pay tv can overlap	Base : All	2529
●	61	61	QB2group1: Groups qualified for based on the current provider. dual and pay tv can overlap	Base : All	2529
●	62	62	QB3c1 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service? Fixed landline/ line rental	Base : All with this service	2470
●	63	63	QB3c1 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service? Fixed landline/ line rental	Base : All with this service	2470
●	64	64	QB3c1 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service? Fixed landline/ line rental	Base : All with this service	2470
●	65	65	QB3c2 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service? Fixed broadband	Base : All with this service	2456
●	66	66	QB3c2 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service? Fixed broadband	Base : All with this service	2456
●	67	67	QB3c2 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service? Fixed broadband	Base : All with this service	2456
●	68	68	QB3c3 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service? Pay TV service	Base : All with this service	1839
●	69	69	QB3c3 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service? Pay TV service	Base : All with this service	1839
●	70	70	QB3c3 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service? Pay TV service	Base : All with this service	1839
	71	71	QB3c3 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service?	Base : All with this service	2470

	Page	Table	Title	Base Description	Base
●	72	72	QB4 Which of these services did you switch at the same time?	Base : All that switched more than one service in the past two years within the same time band	1259
●	73	73	QB4 Which of these services did you switch at the same time?	Base : All that switched more than one service in the past two years within the same time band	1259
	74	74	QB4 Which of these services did you switch at the same time?	Base : All that switched more than one service in the past two years within the same time band	1259
●	75	75	QB5c1 How many times have you changed your provider for each of the following services in the last five years? Fixed landline/ line rental	Base : All that ever switched this service	1921
●	76	76	QB5c1 How many times have you changed your provider for each of the following services in the last five years? Fixed landline/ line rental	Base : All that ever switched this service	1921
●	77	77	QB5c1 How many times have you changed your provider for each of the following services in the last five years? Fixed landline/ line rental	Base : All that ever switched this service	1921
●	78	78	QB5c2 How many times have you changed your provider for each of the following services in the last five years? Fixed broadband	Base : All that ever switched this service	1892
●	79	79	QB5c2 How many times have you changed your provider for each of the following services in the last five years? Fixed broadband	Base : All that ever switched this service	1892
●	80	80	QB5c2 How many times have you changed your provider for each of the following services in the last five years? Fixed broadband	Base : All that ever switched this service	1892
●	81	81	QB5c3 How many times have you changed your provider for each of the following services in the last five years? Pay TV service	Base : All that ever switched this service	1276
●	82	82	QB5c3 How many times have you changed your provider for each of the following services in the last five years? Pay TV service	Base : All that ever switched this service	1276

	Page	Table	Title	Base Description	Base
●	83	83	QB5c3 How many times have you changed your provider for each of the following services in the last five years? Pay TV service	Base : All that ever switched this service	1276
	84	84	QB5c3 How many times have you changed your provider for each of the following services in the last five years? SUMMARY	Base : All that ever switched this service	1921
●	85	85	QB6_1: And thinking about the most recent time you changed your fixed landline/ line rental provider, which provider did you use previously for this service?	Base : All that switched this service in last 2 years	1108
●	86	86	QB6_1: And thinking about the most recent time you changed your fixed landline/ line rental provider, which provider did you use previously for this service?	Base : All that switched this service in last 2 years	1108
	87	87	QB6_1: And thinking about the most recent time you changed your fixed landline/ line rental provider, which provider did you use previously for this service?	Base : All that switched this service in last 2 years	1108
●	88	88	QB6_2: And thinking about the most recent time you changed your fixed broadband provider, which provider did you use previously for this service?	Base : All that switched this service in last 2 years	1132
●	89	89	QB6_2: And thinking about the most recent time you changed your fixed broadband provider, which provider did you use previously for this service?	Base : All that switched this service in last 2 years	1132
	90	90	QB6_2: And thinking about the most recent time you changed your fixed broadband provider, which provider did you use previously for this service?	Base : All that switched this service in last 2 years	1132
●	91	91	QB6_3: And thinking about the most recent time you changed your pay TV service provider, which provider did you use previously for this service?	Base : All that switched this service in last 2 years	743
●	92	92	QB6_3: And thinking about the most recent time you changed your pay TV service provider, which provider did you use previously for this service?	Base : All that switched this service in last 2 years	743
	93	93	QB6_3: And thinking about the most recent time you changed your pay TV service provider, which provider did you use previously for this service?	Base : All that switched this service in last 2 years	743
	94	94	QB6_3: And thinking about the most recent time you changed, which provider did you use previously for this service?	Base : All that switched each service in last 2 years	1108
●	95	95	QB6 Switched services from QB3 at the same time	Base : All that switched a service in past two years	2529
●	96	96	QB6 Switched services from QB3 at the same time	Base : All that switched a service in past two years	2529

	Page	Table	Title	Base Description	Base
●	97	97	QB6 Switched services from QB3 at the same time	Base : All that switched a service in past two years	2529
	98	98	QB7c1 For each service, which of the following applies to your household? Fixed landline/line rental	Base : All that have not switched this service in past 2 years	1362
	99	99	QB7c1 For each service, which of the following applies to your household? Fixed landline/line rental	Base : All that have not switched this service in past 2 years	1362
●	100	100	QB7c1 For each service, which of the following applies to your household? Fixed landline/line rental	Base : All that have not switched this service in past 2 years	1362
	101	101	QB7c2 For each service, which of the following applies to your household? Fixed broadband	Base : All that have not switched this service in past 2 years	1324
	102	102	QB7c2 For each service, which of the following applies to your household? Fixed broadband	Base : All that have not switched this service in past 2 years	1324
●	103	103	QB7c2 For each service, which of the following applies to your household? Fixed broadband	Base : All that have not switched this service in past 2 years	1324
	104	104	QB7c3 For each service, which of the following applies to your household? Pay TV service	Base : All that have not switched this service in past 2 years	1096
	105	105	QB7c3 For each service, which of the following applies to your household? Pay TV service	Base : All that have not switched this service in past 2 years	1096
●	106	106	QB7c3 For each service, which of the following applies to your household? Pay TV service	Base : All that have not switched this service in past 2 years	1096
	107	107	QB7c3 For each service, which of the following applies to your household? SUMMARY	Base : All that have not switched each service in past 2 years	1362
●	108	108	QB8_1 Are any of the following relevant to the most recent time you switched your - fixed landline/ line rental communications providers?	Base : All that switched this service	1047
●	109	109	QB8_1 Are any of the following relevant to the most recent time you switched your - fixed landline/ line rental communications providers?	Base : All that switched this service	1047
	110	110	QB8_1 Are any of the following relevant to the most recent time you switched your - fixed landline/ line rental communications providers?	Base : All that switched this service	1047
●	111	111	QB8_2 Are any of the following relevant to the most recent time you switched your - fixed broadband communications providers?	Base : All that switched this service	1053

	Page	Table	Title	Base Description	Base
●	112	112	QB8_2 Are any of the following relevant to the most recent time you switched your - fixed broadband communications providers?	Base : All that switched this service	1053
	113	113	QB8_2 Are any of the following relevant to the most recent time you switched your - fixed broadband communications providers?	Base : All that switched this service	1053
●	114	114	QB8_3 Are any of the following relevant to the most recent time you switched your - pay TV service communications providers?	Base : All that switched this service	710
●	115	115	QB8_3 Are any of the following relevant to the most recent time you switched your - pay TV service communications providers?	Base : All that switched this service	710
	116	116	QB8_3 Are any of the following relevant to the most recent time you switched your - pay TV service communications providers?	Base : All that switched this service	710
●	117	117	QB9 Looking at the following services, for which, if any, have you changed provider in the last 2 years?	Base : All	2529
●	118	118	QB9 Looking at the following services, for which, if any, have you changed provider in the last 2 years?	Base : All	2529
●	119	119	QB9 Looking at the following services, for which, if any, have you changed provider in the last 2 years?	Base : All	2529
●	120	120	QB9 Looking at the following services, for which, if any, have you changed provider in the last 2 years?	Base : All switchers	1132
●	121	121	QB9 Looking at the following services, for which, if any, have you changed provider in the last 2 years?	Base : All switchers	1132
●	122	122	QB9 Looking at the following services, for which, if any, have you changed provider in the last 2 years?	Base : All who decided not to switch	699
	123	123	QB9 Looking at the following services, for which, if any, have you changed provider in the last 2 years?	Base : All NS NAC	698
●	124	124	samplegroup: This stores the sample group assigned	Base : All	2529
●	125	125	samplegroup: This stores the sample group assigned	Base : All	2529
●	126	126	samplegroup: This stores the sample group assigned	Base : All	2529
●	127	127	QC1A When you last changed your provider(s) did you...? Compare what different providers were offering	Base : All switchers	1132
●	128	128	QC1A When you last changed your provider(s) did you...? Compare what different providers were offering	Base : All switchers	1132
●	129	129	QC1A When you last changed your provider(s) did you...? Find out what you need to do in order to switch	Base : All switchers	1132

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●	130	130	QC1A When you last changed your provider(s) did you...? Find out what you need to do in order to switch	Base : All switchers	1132
●	131	131	QC1A When you last changed your provider(s) did you...? Leave your contract early / before the end of your minimum contract period	Base : All switchers	1132
●	132	132	QC1A When you last changed your provider(s) did you...? Leave your contract early / before the end of your minimum contract period	Base : All switchers	1132
●	133	133	QC1A When you last changed your provider(s) did you...? Contact your previous provider	Base : All switchers	1132
●	134	134	QC1A When you last changed your provider(s) did you...? Contact your previous provider	Base : All switchers	1132
●	135	135	QC1A When you last changed your provider(s) did you...? Need to set up a new online account	Base : All switchers	1132
●	136	136	QC1A When you last changed your provider(s) did you...? Need to set up a new online account	Base : All switchers	1132
●	137	137	QC1A When you last changed your provider(s) did you...? Experience your previous provider trying to persuade you to stay	Base : All switchers	1132
●	138	138	QC1A When you last changed your provider(s) did you...? Experience your previous provider trying to persuade you to stay	Base : All switchers	1132
●	139	139	QC1A When you last changed your provider(s) did you...? Try to negotiate a better deal with your previous provider	Base : All switchers	1132
●	140	140	QC1A When you last changed your provider(s) did you...? Try to negotiate a better deal with your previous provider	Base : All switchers	1132
●	141	141	QC1A When you last changed your provider(s) did you...? Pay an initial connection or other start-up fee, costs set top box to new provider etc.	Base : All switchers	1132
●	142	142	QC1A When you last changed your provider(s) did you...? Pay an initial connection or other start-up fee, costs set top box to new provider etc.	Base : All switchers	1132
●	143	143	QC1A When you last changed your provider(s) did you...? Choose the date you wanted to start using your service(s)	Base : All switchers	1132
●	144	144	QC1A When you last changed your provider(s) did you...? Choose the date you wanted to start using your service(s)	Base : All switchers	1132

	Page	Table	Title	Base Description	Base
●	145	145	QC1A When you last changed your provider(s) did you...? Have to return previous provider's equipment	Base : All switchers	1132
●	146	146	QC1A When you last changed your provider(s) did you...? Have to return previous provider's equipment	Base : All switchers	1132
●	147	147	QC1A When you last changed your provider(s) did you...? Lose specific benefits or stored content, e.g. film programmes or specific channels which came with previous package	Base : All switchers	1132
●	148	148	QC1A When you last changed your provider(s) did you...? Lose specific benefits or stored content, e.g. film programmes or specific channels which came with previous package	Base : All switchers	1132
	149	149	QC1A When you last changed your provider(s) did you...? Experience other devices/products you own not working with the new service	Base : All switchers	1132
	150	150	QC1A When you last changed your provider(s) did you...? Experience other devices/products you own not working with the new service	Base : All switchers	1132
●	151	151	QC1A When you last changed your provider(s) did you...? Receive any unexpected bills/charges from your previous provider	Base : All switchers	1132
●	152	152	QC1A When you last changed your provider(s) did you...? Receive any unexpected bills/charges from your previous provider	Base : All switchers	1132
●	153	153	QC1A When you last changed your provider(s) did you...? Have equipment installed by the new provider i.e. engineer visit	Base : All switchers	1132
●	154	154	QC1A When you last changed your provider(s) did you...? Have equipment installed by the new provider i.e. engineer visit	Base : All switchers	1132
●	155	155	QC1A When you last changed your provider(s) did you...? Install any new equipment yourself/by someone in the household e.g. router, set top box	Base : All switchers	1132
●	156	156	QC1A When you last changed your provider(s) did you...? Install any new equipment yourself/by someone in the household e.g. router, set top box	Base : All switchers	1132
●	157	157	QC1A When you last changed your provider(s) did you...? Keep/transfer your phone number	Base : All switchers	1132
●	158	158	QC1A When you last changed your provider(s) did you...? Keep/transfer your phone number	Base : All switchers	1132

	Page	Table	Title	Base Description	Base
●	159	159	QC1A When you last changed your provider(s) did you...? Keep/transfer your phone number	Base : All switchers that switched landline (for their switching group)	974
●	160	160	QC1A When you last changed your provider(s) did you...? Keep/transfer your phone number	Base : All switchers that switched landline (for their switching group)	974
	161	161	QC1A When you last changed your provider(s) did you...? Find out that you had to pay any disconnection charge(s) to your previous provider	Base : All switchers	1132
●	162	162	QC1A When you last changed your provider(s) did you...? Find out that you had to pay any disconnection charge(s) to your previous provider	Base : All switchers	1132
●	163	163	QC1A When you last changed your provider(s) did you...? Find out that you had to pay a charge for not returning equipment	Base : All switchers	1132
●	164	164	QC1A When you last changed your provider(s) did you...? Find out that you had to pay a charge for not returning equipment	Base : All switchers	1132
●	165	165	QC1A When you last changed your provider(s) did you...? Have to get permission to install new equipment (e.g. cables, satellite etc.)	Base : All switchers	1132
●	166	166	QC1A When you last changed your provider(s) did you...? Have to get permission to install new equipment (e.g. cables, satellite etc.)	Base : All switchers	1132
●	167	167	QC1A When you last changed your provider(s) did you...? SUMMARY	Base : All switchers	1132
●	168	167	QC1A When you last changed your provider(s) did you...? SUMMARY	Base : All switchers	1132
●	169	168	QC1A When you last changed your provider(s) did you...? SUMMARY	Base : All switchers	1132
●	170	168	QC1A When you last changed your provider(s) did you...? SUMMARY	Base : All switchers	1132
	171	169	QC1AB: You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?	Base : All switchers leaving contract early	220
	172	170	QC1AB: You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?	Base : All switchers leaving contract early	220
●	173	171	QC1AB: Did you have to pay a charge for leaving before the end of your minimum contract period?	Base : All switchers	1132
●	174	172	QC1AB: Did you have to pay a charge for leaving before the end of your minimum contract period?	Base : All switchers	1132
	175	173	QC1AC: How much did you personally have to pay to leave your contract early?	Base : All switchers who paid ETC	105
●	176	174	QC1AC: How much did you personally have to pay to leave your contract early?	Base : All switchers who paid ETC	105

	Page	Table	Title	Base Description	Base
	177	175	QC1AD: Approximately how long was left on your contract when you stopped using the service?	Base : All switchers who paid ETC	105
	178	176	QC1AD: Approximately how long was left on your contract when you stopped using the service?	Base : All switchers who paid ETC	105
	179	177	QC1AE: You said you found out that you had to pay a disconnection charge(s) (i.e. a charge for ending the service). Did you pay this charge?	Base : All switchers who found out they had to pay disconnection charge	254
	180	178	QC1AE: You said you found out that you had to pay a disconnection charge(s) (i.e. a charge for ending the service). Did you pay this charge?	Base : All switchers who found out they had to pay disconnection charge	254
	181	179	QC1AF: You said you found out that you had to pay a charge for not returning equipment. Did you pay this charge?	Base : All switchers who found out they had to pay charge for not returning equipment	159
	182	180	QC1AF: You said you found out that you had to pay a charge for not returning equipment. Did you pay this charge?	Base : All switchers who found out they had to pay charge for not returning equipment	159
●	183	181	QC1AB/QC1AE/QC1AF Summary table of charges	Base : All switchers	1132
●	184	182	QC1AB/QC1AE/QC1AF Summary table of charges	Base : All switchers	1132
●	185	183	QC1AG_1: Which of the following best describes when you found out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an early termination charge)?	Base : All switchers who found out they had to pay charge	105
●	186	184	QC1AG_1: Which of the following best describes when you found out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an early termination charge)?	Base : All switchers who found out they had to pay charge	105
●	187	185	QC1AG_2: Which of the following best describes when you found out you had to pay a disconnection charge(s) (i.e. a charge for ending the service)?	Base : All switchers who found out they had to pay charge	254
●	188	186	QC1AG_2: Which of the following best describes when you found out you had to pay a disconnection charge(s) (i.e. a charge for ending the service)?	Base : All switchers who found out they had to pay charge	254
●	189	187	QC1AG_3: Which of the following best describes when you found out you had to pay a charge for not returning equipment?	Base : All switchers who found out they had to pay charge	159
●	190	188	QC1AG_3: Which of the following best describes when you found out you had to pay a charge for not returning equipment?	Base : All switchers who found out they had to pay charge	159
●	191	189	QC2A And which, if any, of these did you experience MAJOR difficulties with...?	Base : All switchers	1132
●	192	189	QC2A And which, if any, of these did you experience MAJOR difficulties with...?	Base : All switchers	1132
●	193	190	QC2A And which, if any, of these did you experience MAJOR difficulties with...?	Base : All switchers	1132

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●	194	190	QC2A And which, if any, of these did you experience MAJOR difficulties with...?	Base : All switchers	1132
●	195	191	QC2A And which, if any, of these did you experience MINOR difficulties with...?	Base : All switchers	1132
●	196	191	QC2A And which, if any, of these did you experience MINOR difficulties with...?	Base : All switchers	1132
●	197	192	QC2A And which, if any, of these did you experience MINOR difficulties with...?	Base : All switchers	1132
●	198	192	QC2A And which, if any, of these did you experience MINOR difficulties with...?	Base : All switchers	1132
●	199	193	QC2A And which, if any, of these did you experience NO difficulties with...?	Base : All switchers	1132
●	200	193	QC2A And which, if any, of these did you experience NO difficulties with...?	Base : All switchers	1132
●	201	194	QC2A And which, if any, of these did you experience NO difficulties with...?	Base : All switchers	1132
●	202	194	QC2A And which, if any, of these did you experience NO difficulties with...?	Base : All switchers	1132
●	203	195	QC2A And which, if any, of these did you experience MAJOR/MINOR difficulties with...?	Base : All switchers	1132
●	204	195	QC2A And which, if any, of these did you experience MAJOR/MINOR difficulties with...?	Base : All switchers	1132
●	205	196	QC2A And which, if any, of these did you experience MAJOR/MINOR difficulties with...?	Base : All switchers	1132
●	206	196	QC2A And which, if any, of these did you experience MAJOR/MINOR difficulties with...?	Base : All switchers	1132
●	207	197	QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?	Base : All switchers who experienced major difficulties	459
●	208	197	QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?	Base : All switchers who experienced major difficulties	459
●	209	198	QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?	Base : All switchers who experienced major difficulties	459
●	210	198	QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?	Base : All switchers who experienced major difficulties	459
●	211	199	QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?	Base : All switchers	1132
●	212	199	QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?	Base : All switchers	1132
●	213	200	QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?	Base : All switchers	1132
●	214	200	QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?	Base : All switchers	1132

	Page	Table	Title	Base Description	Base
●	215	201	QC2A And which, if any, of these did you experience MAJOR difficulties with...?	Base : All switchers (and selecting each experience at QC1a)	1132
	216	201	QC2A And which, if any, of these did you experience MAJOR difficulties with...?	Base : All switchers (and selecting each experience at QC1a)	270
●	217	202	QC2A And which, if any, of these did you experience MAJOR difficulties with...?	Base : All switchers (and selecting each experience at QC1a)	1132
	218	202	QC2A And which, if any, of these did you experience MAJOR difficulties with...?	Base : All switchers (and selecting each experience at QC1a)	270
	219	203	QC2A And which, if any, of these did you experience MINOR difficulties with...?	Base : All switchers (and selecting each experience at QC1a)	1132
●	220	203	QC2A And which, if any, of these did you experience MINOR difficulties with...?	Base : All switchers (and selecting each experience at QC1a)	270
●	221	204	QC2A And which, if any, of these did you experience MINOR difficulties with...?	Base : All switchers (and selecting each experience at QC1a)	1132
	222	204	QC2A And which, if any, of these did you experience MINOR difficulties with...?	Base : All switchers (and selecting each experience at QC1a)	270
●	223	205	QC2A And which, if any, of these did you experience NO difficulties with...?	Base : All switchers (and selecting each experience at QC1a)	1132
●	224	205	QC2A And which, if any, of these did you experience NO difficulties with...?	Base : All switchers (and selecting each experience at QC1a)	270
●	225	206	QC2A And which, if any, of these did you experience NO difficulties with...?	Base : All switchers (and selecting each experience at QC1a)	1132
●	226	206	QC2A And which, if any, of these did you experience NO difficulties with...?	Base : All switchers (and selecting each experience at QC1a)	270
●	227	207	QC2A And which, if any, of these did you experience MAJOR/MINOR difficulties with...?	Base : All switchers (and selecting each experience at QC1a)	1132
●	228	207	QC2A And which, if any, of these did you experience MAJOR/MINOR difficulties with...?	Base : All switchers (and selecting each experience at QC1a)	270
●	229	208	QC2A And which, if any, of these did you experience MAJOR/MINOR difficulties with...?	Base : All switchers (and selecting each experience at QC1a)	1132

	Page	Table	Title	Base Description	Base
●	230	208	QC2A And which, if any, of these did you experience MAJOR/MINOR difficulties with...?	Base : All switchers (and selecting each experience at QC1a)	270
●	231	209	QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?	Base : All switchers	1132
●	232	209	QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?	Base : All switchers	1132
●	233	210	QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?	Base : All switchers	1132
●	234	210	QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?	Base : All switchers	1132
●	235	211	QC2AB Which, if any, of the following were reasons you felt the experience was difficult?	Base : All switchers who experienced difficulties contacting previous provider	258
●	236	212	QC2AB Which, if any, of the following were reasons you felt the experience was difficult?	Base : All switchers who experienced difficulties contacting previous provider	258
●	237	213	QC2AC Which, if any, of the following were reasons you felt the experience was difficult?	Base : All switchers who experienced difficulties contacting new provider	169
	238	214	QC2AC Which, if any, of the following were reasons you felt the experience was difficult?	Base : All switchers who experienced difficulties contacting new provider	169
●	239	215	QC2AG Which, if any, of the following did you experience difficulty with?	Base : All switchers who experienced difficulties having new equipment installed by new provider	166
●	240	216	QC2AG Which, if any, of the following did you experience difficulty with?	Base : All switchers who experienced difficulties having new equipment installed by new provider	166
	241	217	QC3 While considering switching your provider(s) did you...? Compare what different providers were offering	Base : All who decided to not to switch	699
●	242	218	QC3 While considering switching your provider(s) did you...? Find out what you need to do in order to switch	Base : All who decided to not to switch	699
●	243	219	QC3 While considering switching your provider(s) did you...? Contact your current provider	Base : All who decided to not to switch	699
●	244	220	QC3 While considering switching your provider(s) did you...? Contact any potential new provider(s)	Base : All who decided to not to switch	699
●	245	221	QC3 While considering switching your provider(s) did you...? Experience your current provider trying to persuade you to stay	Base : All who decided to not to switch	699

	Page	Table	Title	Base Description	Base
●	246	222	QC3 While considering switching your provider(s) did you...? Try to negotiate a better deal with your current provider	Base : All who decided to not to switch	699
●	247	223	QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - MAJOR FACTORS	Base : All who decided to not to switch	699
●	248	223	QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - MAJOR FACTORS	Base : All who decided to not to switch	699
●	249	223	QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - MAJOR FACTORS	Base : All who decided to not to switch	699
●	250	224	QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - MINOR FACTORS	Base : All who decided to not to switch	699
●	251	224	QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - MINOR FACTORS	Base : All who decided to not to switch	699
●	252	224	QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - MINOR FACTORS	Base : All who decided to not to switch	699
●	253	225	QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - NOT A FACTOR	Base : All who decided to not to switch	699
●	254	225	QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - NOT A FACTOR	Base : All who decided to not to switch	699
●	255	225	QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - NOT A FACTOR	Base : All who decided to not to switch	699
●	256	226	QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - MAJOR/MINOR FACTORS	Base : All who decided to not to switch	699
●	257	226	QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - MAJOR/MINOR FACTORS	Base : All who decided to not to switch	699
●	258	226	QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - MAJOR/MINOR FACTORS	Base : All who decided to not to switch	699
●	259	227	QC3AA: And which, if any, of these was the main factor that made you decide to stay with your current provider?	Base : All with major factor who decided not to switch	670
●	260	227	QC3AA: And which, if any, of these was the main factor that made you decide to stay with your current provider?	Base : All with major factor who decided not to switch	670

	Page	Table	Title	Base Description	Base
●	261	227	QC3AA: And which, if any, of these was the main factor that made you decide to stay with your current provider?	Base : All with major factor who decided not to switch	670
●	262	228	QC3AA: And which, if any, of these was the main factor that made you decide to stay with your current provider?	Base : All who decided not to switch	699
●	263	228	QC3AA: And which, if any, of these was the main factor that made you decide to stay with your current provider?	Base : All who decided not to switch	699
●	264	228	QC3AA: And which, if any, of these was the main factor that made you decide to stay with your current provider?	Base : All who decided not to switch	699
	265	229	QC3AD You mentioned you negotiated/accepted a deal with your current provider. Which, if any, of the following did this involve?	Base : All who decided not to switch and negotiated a deal with current provider	462
	266	230	QC3AE: When you negotiated/accepted a better deal, who made the first contact?	Base : All who decided not to switch and negotiated a deal with current provider	462
●	267	231	QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - MAJOR FACTORS	Base : All NS NAC	698
●	268	231	QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - MAJOR FACTORS	Base : All NS NAC	698
●	269	231	QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - MAJOR FACTORS	Base : All NS NAC	698
●	270	232	QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - MINOR FACTORS	Base : All NS NAC	698
●	271	232	QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - MINOR FACTORS	Base : All NS NAC	698
●	272	232	QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - MINOR FACTORS	Base : All NS NAC	698
●	273	233	QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - NOT A FACTOR	Base : All NS NAC	698
●	274	233	QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - NOT A FACTOR	Base : All NS NAC	698
●	275	233	QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - NOT A FACTOR	Base : All NS NAC	698

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●	276	234	QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - MAJOR/MINOR FACTORS	Base : All NS NAC	698
●	277	234	QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - MAJOR/MINOR FACTORS	Base : All NS NAC	698
●	278	234	QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - MAJOR/MINOR FACTORS	Base : All NS NAC	698
●	279	235	QC4AA: And which, if any, of these was the main factor for not switching or actively consider switching your service to another provider or providers?	Base : All NS NAC with major factor	638
	280	235	QC4AA: And which, if any, of these was the main factor for not switching or actively consider switching your service to another provider or providers?	Base : All NS NAC with major factor	638
	281	235	QC4AA: And which, if any, of these was the main factor for not switching or actively consider switching your service to another provider or providers?	Base : All NS NAC with major factor	638
●	282	236	QC4AA: And which, if any, of these was the main factor for not switching or actively consider switching your service to another provider or providers?	Base : All NS NAC	698
	283	236	QC4AA: And which, if any, of these was the main factor for not switching or actively consider switching your service to another provider or providers?	Base : All NS NAC	698
●	284	236	QC4AA: And which, if any, of these was the main factor for not switching or actively consider switching your service to another provider or providers?	Base : All NS NAC	698
	285	237	QC4AE You mentioned you negotiated/accepted a deal with your current provider. Which, if any, of the following did this involve?	Base : All NS NAC who negotiated a deal with current provider	339
	286	238	QC4AF: When you negotiated/accepted a better deal, who made the first contact?	Base : All NS NAC who negotiated a deal with current provider	339
●	287	239	QC5A What made you first think about switching your services. Why did you first decide to review your arrangements?	Base : All switchers	1132
	288	239	QC5A What made you first think about switching your services. Why did you first decide to review your arrangements?	Base : All switchers	1132

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●	289	240	QC5A What made you first think about switching your services. Why did you first decide to review your arrangements?	Base : All switchers	1132
●	290	240	QC5A What made you first think about switching your services. Why did you first decide to review your arrangements?	Base : All switchers	1132
●	291	241	QC5B What made you first consider switching your services. Why did you first decide to review your arrangements?	Base : All who decided not to switch	699
	292	241	QC5B What made you first consider switching your services. Why did you first decide to review your arrangements?	Base : All who decided not to switch	699
●	293	242	QD1Ar1: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to? Standard broadband (non-cable/Virgin)	Base : All	2529
●	294	243	QD1Ar1: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to? Standard broadband (non-cable/Virgin)	Base : All	2529
●	295	244	QD1Ar1: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to? Standard broadband (non-cable/Virgin)	Base : All	2529
●	296	245	QD1Ar2: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to? Superfast fibre broadband (non-cable/Virgin) such as BT Infinity, Sky/TalkTalk fibre broadband	Base : All	2529
●	297	246	QD1Ar2: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to? Superfast fibre broadband (non-cable/Virgin) such as BT Infinity, Sky/TalkTalk fibre broadband	Base : All	2529
●	298	247	QD1Ar2: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to? Superfast fibre broadband (non-cable/Virgin) such as BT Infinity, Sky/TalkTalk fibre broadband	Base : All	2529
●	299	248	QD1Ar3: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to? Standard broadband from Virgin Media	Base : All	2529
●	300	249	QD1Ar3: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to? Standard broadband from Virgin Media	Base : All	2529

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●	301	250	QD1Ar3: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to? Standard broadband from Virgin Media	Base : All	2529
●	302	251	QD1Ar4: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to? Superfast/Fibre broadband from Virgin Media	Base : All	2529
●	303	252	QD1Ar4: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to? Superfast/Fibre broadband from Virgin Media	Base : All	2529
●	304	253	QD1Ar4: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to? Superfast/Fibre broadband from Virgin Media	Base : All	2529
●	305	254	QD1As: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to? SUMMARY	Base : All	2529
●	306	255	QD1As: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to? SUMMARY	Base : All	2529
●	307	256	QD1As: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to? SUMMARY	Base : All	2529
●	308	257	QD1B: Do you subscribe to or receive any of the following additional TV or video services?	Base : All	2529
●	309	258	QD1B: Do you subscribe to or receive any of the following additional TV or video services?	Base : All	2529
●	310	259	QD1B: Do you subscribe to or receive any of the following additional TV or video services?	Base : All	2529
●	311	260	QD1B_2r1: Netflix - How do you pay for the following services?	Base : All	2529
●	312	261	QD1B_2r1: Netflix - How do you pay for the following services?	Base : All	2529
●	313	262	QD1B_2r1: Netflix - How do you pay for the following services?	Base : All	2529
●	314	263	QD1B_2r2: Amazon Prime Instant TV - How do you pay for the following services?	Base : All	2529
●	315	264	QD1B_2r2: Amazon Prime Instant TV - How do you pay for the following services?	Base : All	2529
	316	265	QD1B_2r2: Amazon Prime Instant TV - How do you pay for the following services?	Base : All	2529
	317	266	QD1B_2r3: Now TV - How do you pay for the following services?	Base : All	2529

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●	318	267	QD1B_2r3: Now TV - How do you pay for the following services?	Base : All	2529
	319	268	QD1B_2r3: Now TV - How do you pay for the following services?	Base : All	2529
●	320	269	QD1B_2r4: Apple TV / iTunes - How do you pay for the following services?	Base : All	2529
●	321	270	QD1B_2r4: Apple TV / iTunes - How do you pay for the following services?	Base : All	2529
●	322	271	QD1B_2r4: Apple TV / iTunes - How do you pay for the following services?	Base : All	2529
●	323	272	QD1B_2r5: Paid YouTube subscription services - How do you pay for the following services?	Base : All	2529
●	324	273	QD1B_2r5: Paid YouTube subscription services - How do you pay for the following services?	Base : All	2529
	325	274	QD1B_2r5: Paid YouTube subscription services - How do you pay for the following services?	Base : All	2529
●	326	275	QD1B_2r6: Blinkbox - How do you pay for the following services?	Base : All	2529
●	327	276	QD1B_2r6: Blinkbox - How do you pay for the following services?	Base : All	2529
	328	277	QD1B_2r6: Blinkbox - How do you pay for the following services?	Base : All	2529
●	329	278	QD1B_2r7: A BT sport service - How do you pay for the following services?	Base : All	2529
●	330	279	QD1B_2r7: A BT sport service - How do you pay for the following services?	Base : All	2529
	331	280	QD1B_2r7: A BT sport service - How do you pay for the following services?	Base : All	2529
●	332	281	QD1B_2r8: A Sky sport service - How do you pay for the following services?	Base : All	2529
	333	282	QD1B_2r8: A Sky sport service - How do you pay for the following services?	Base : All	2529
	334	283	QD1B_2r8: A Sky sport service - How do you pay for the following services?	Base : All	2529
●	335	284	QD1B_2r9: 'Other' - How do you pay for the following services?	Base : All	2529
	336	285	QD1B_2r9: 'Other' - How do you pay for the following services?	Base : All	2529
	337	286	QD1B_2r9: 'Other' - How do you pay for the following services?	Base : All	2529
●	338	287	QD1B_2 - How do you pay for the following services? SUMMARY - RECEIVE AS PACKAGE	Base : All	2529
●	339	288	QD1B_2 - How do you pay for the following services? SUMMARY - RECEIVE AS PACKAGE	Base : All	2529
●	340	289	QD1B_2 - How do you pay for the following services? SUMMARY - RECEIVE AS PACKAGE	Base : All	2529

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●	341	290	QD1B_2 - How do you pay for the following services? SUMMARY - SUBSCRIBE TO SEPARATELY	Base : All	2529
●	342	291	QD1B_2 - How do you pay for the following services? SUMMARY - SUBSCRIBE TO SEPARATELY	Base : All	2529
●	343	292	QD1B_2 - How do you pay for the following services? SUMMARY - SUBSCRIBE TO SEPARATELY	Base : All	2529
●	344	293	QD1B_2 - How do you pay for the following services? SUMMARY - RECEIVE AS PACKAGE/SUBSCRIBE TO SEPARATELY	Base : All	2529
●	345	294	QD1B_2 - How do you pay for the following services? SUMMARY - RECEIVE AS PACKAGE/SUBSCRIBE TO SEPARATELY	Base : All	2529
●	346	295	QD1B_2 - How do you pay for the following services? SUMMARY - RECEIVE AS PACKAGE/SUBSCRIBE TO SEPARATELY	Base : All	2529
●	347	296	QD1C: How long is your current contract, that is, how long was your contract when you took it out or most recently renewed? Fixed landline/ line rental	Base : All with this service	2152
●	348	297	QD1C: How long is your current contract, that is, how long was your contract when you took it out or most recently renewed? Fixed landline/ line rental	Base : All with this service	2152
●	349	298	QD1C: How long is your current contract, that is, how long was your contract when you took it out or most recently renewed? Fixed landline/ line rental	Base : All with this service	2152
●	350	299	QD1C: How long is your current contract, that is, how long was your contract when you took it out or most recently renewed? Fixed broadband	Base : All with this service	2128
●	351	300	QD1C: How long is your current contract, that is, how long was your contract when you took it out or most recently renewed? Fixed broadband	Base : All with this service	2128
●	352	301	QD1C: How long is your current contract, that is, how long was your contract when you took it out or most recently renewed? Fixed broadband	Base : All with this service	2128
●	353	302	QD1C: How long is your current contract for, that is, how long was your contract when you took it out or most recently renewed? Pay TV service	Base : All with this service	1441

	Page	Table	Title	Base Description	Base
●	354	303	QD1C: How long is your current contract for, that is, how long was your contract when you took it out or most recently renewed? Pay TV service	Base : All with this service	1441
●	355	304	QD1C: How long is your current contract for, that is, how long was your contract when you took it out or most recently renewed? Pay TV service	Base : All with this service	1441
●	356	305	QD2c How much longer do you have left on your contract, that is, when does your current contract run out? Fixed landline/ line rental	Base : All with a contract	1398
●	357	306	QD2c How much longer do you have left on your contract, that is, when does your current contract run out? Fixed landline/ line rental	Base : All with a contract	1398
●	358	307	QD2c How much longer do you have left on your contract, that is, when does your current contract run out? Fixed landline/ line rental	Base : All with a contract	1398
●	359	308	QD2c How much longer do you have left on your contract, that is, when does your current contract run out? Fixed broadband	Base : All with a contract	1423
●	360	309	QD2c How much longer do you have left on your contract, that is, when does your current contract run out? Fixed broadband	Base : All with a contract	1423
●	361	310	QD2c How much longer do you have left on your contract, that is, when does your current contract run out? Fixed broadband	Base : All with a contract	1423
●	362	311	QD2c How much longer do you have left on your contract, that is, when does your current contract run out? Pay TV service	Base : All with a contract	873
●	363	312	QD2c How much longer do you have left on your contract, that is, when does your current contract run out? Pay TV service	Base : All with a contract	873
●	364	313	QD2c How much longer do you have left on your contract, that is, when does your current contract run out? Pay TV service	Base : All with a contract	873
●	365	314	QD3: How much do you pay per month for your current package (including line rental)?	Base : All	2529

	Page	Table	Title	Base Description	Base
●	366	315	QD3: How much do you pay per month for your current package (including line rental)?	Base : All	2529
●	367	316	QD3: How much do you pay per month for your current package (including line rental)?	Base : All	2529
●	368	317	QE1 How did you find out what you needed to do in order to switch?	Base : All switchers	1132
●	369	318	QE1 How did you find out what you needed to do in order to switch?	Base : All switchers	1132
●	370	319	QE1 How did you find out what you needed to do in order to switch?	Base : All decided not to switch	699
	371	320	QE2: When you contacted your provider to switch, did they tell you about any provider-specific benefits that you might lose by switching away from them?	Base : All switchers/decided not to who contacted previous/current provider	1198
	372	321	QE2: When you contacted your provider to switch, did they tell you about any provider-specific benefits that you might lose by switching away from them?	Base : All switchers/decided not to who contacted previous/current provider	1198
	373	322	QE2: When you contacted your provider to switch, did they tell you about any provider-specific benefits that you might lose by switching away from them?	Base : All switchers/decided not to who contacted previous/current provider	1198
●	374	323	QE3 Which one of these best describes what you did when you switched to the provider you use now? Fixed landline/ line rental	Base : All switchers that switched this service	974
●	375	324	QE3 Which one of these best describes what you did when you switched to the provider you use now? Fixed landline/ line rental	Base : All switchers that switched this service	974
●	376	325	QE3 Which one of these best describes what you did when you switched to the provider you use now? Fixed landline/ line rental	Base : All switchers	1132
●	377	326	QE3 Which one of these best describes what you did when you switched to the provider you use now? Fixed landline/ line rental	Base : All switchers	1132
●	378	327	QE3 Which one of these best describes what you did when you switched to the provider you use now? Fixed broadband	Base : All switchers that switched this service	974
●	379	328	QE3 Which one of these best describes what you did when you switched to the provider you use now? Fixed broadband	Base : All switchers that switched this service	974
●	380	329	QE3 Which one of these best describes what you did when you switched to the provider you use now? Fixed broadband	Base : All switchers	1132
●	381	330	QE3 Which one of these best describes what you did when you switched to the provider you use now? Fixed broadband	Base : All switchers	1132
●	382	331	QE3 Which one of these best describes what you did when you switched to the provider you use now? Pay TV service	Base : All switchers that switched this service	612

	Page	Table	Title	Base Description	Base
●	383	332	QE3 Which one of these best describes what you did when you switched to the provider you use now? Pay TV service	Base : All switchers that switched this service	612
●	384	333	QE3 Which one of these best describes what you did when you switched to the provider you use now? Pay TV service	Base : All switchers	1132
●	385	334	QE3 Which one of these best describes what you did when you switched to the provider you use now? Pay TV service	Base : All switchers	1132
●	386	335	QE3 Which one of these best describes what you did when you switched to the provider you use now? SUMMARY	Base : All switchers that switched service	1132
●	387	336	QE3 Which one of these best describes what you did when you switched to the provider you use now? SUMMARY	Base : All switchers that switched service	1132
●	388	337	QF1: Once you had decided to switch your service(s), who did you contact first?	Base : All switchers	1132
●	389	338	QF1: Once you had decided to switch your service(s), who did you contact first?	Base : All switchers	1132
●	390	339	QF3c And at what point or points did you contact your previous service provider? SUMMARY - ALL PROVIDERS	Base : All switchers who contacted previous provider	732
●	391	340	QF3c And at what point or points did you contact your previous service provider? SUMMARY - ALL PROVIDERS	Base : All switchers who contacted previous provider	732
●	392	341	QF4 And at what point or points did you contact your current service provider?	Base : All decided not to who contacted current provider	466
●	393	342	QF5a And which, if any, of these were reasons you contacted your previous provider?	Base : All switchers who contacted previous provider	732
●	394	342	QF5a And which, if any, of these were reasons you contacted your previous provider?	Base : All switchers who contacted previous provider	732
●	395	343	QF5a And which, if any, of these were reasons you contacted your previous provider?	Base : All switchers who contacted previous provider	732
●	396	343	QF5a And which, if any, of these were reasons you contacted your previous provider?	Base : All switchers who contacted previous provider	732
●	397	344	QF5b And which, if any, of these were reasons you contacted your previous provider?	Base : All decided not to switch who contacted current provider	466
●	398	344	QF5b And which, if any, of these were reasons you contacted your previous provider?	Base : All decided not to switch who contacted current provider	466

	Page	Table	Title	Base Description	Base
	399	345	QF1X: Once you had decided to switch your service(s), who did you contact first?	Base : All switchers that contacted provider to negotiate a better deal at QF5	128
	400	346	QF1X: Once you had decided to switch your service(s), who did you contact first?	Base : All switchers that contacted provider to negotiate a better deal at QF5	128
●	401	347	QF3cX And at what point or points did you contact your previous service provider? SUMMARY - ALL PROVIDERS	Base : All switchers that contacted provider to negotiate a better deal at QF5	128
	402	348	QF3cX And at what point or points did you contact your previous service provider? SUMMARY - ALL PROVIDERS	Base : All switchers that contacted provider to negotiate a better deal at QF5	128
	403	349	QF4X And at what point or points did you contact your current service provider?	Base : All decided not to switch that contacted provider to negotiate a better deal at QF5	266
●	404	350	QF5aX And which, if any, of these were reasons you contacted your previous provider?	Base : All switchers that contacted provider to negotiate a better deal at QF5	128
	405	350	QF5aX And which, if any, of these were reasons you contacted your previous provider?	Base : All switchers that contacted provider to negotiate a better deal at QF5	128
●	406	351	QF5aX And which, if any, of these were reasons you contacted your previous provider?	Base : All switchers that contacted provider to negotiate a better deal at QF5	128
●	407	351	QF5aX And which, if any, of these were reasons you contacted your previous provider?	Base : All switchers that contacted provider to negotiate a better deal at QF5	128
	408	352	QF5bX And which, if any, of these were reasons you contacted your previous provider?	Base : All decided not to switch that contacted provider to negotiate a better deal at QF5	266
	409	352	QF5bX And which, if any, of these were reasons you contacted your previous provider?	Base : All decided not to switch that contacted provider to negotiate a better deal at QF5	266
●	410	353	QF1Y: Once you had decided to switch your service(s), who did you contact first?	Base : All switchers that contacted provider, but not to negotiate a better deal at QF5	1004
●	411	354	QF1Y: Once you had decided to switch your service(s), who did you contact first?	Base : All switchers that contacted provider, but not to negotiate a better deal at QF5	1004
●	412	355	QF3cY And at what point or points did you contact your previous service provider? SUMMARY - ALL PROVIDERS	Base : All switchers that contacted provider, but not to negotiate a better deal at QF5	604

	Page	Table	Title	Base Description	Base
●	413	356	QF3cY And at what point or points did you contact your previous service provider? SUMMARY - ALL PROVIDERS	Base : All switchers that contacted provider, but not to negotiate a better deal at QF5	604
●	414	357	QF4Y And at what point or points did you contact your current service provider?	Base : All decided not to switch who contacted provider, but not to negotiate a better deal at QF5	200
●	415	358	QF5aY And which, if any, of these were reasons you contacted your previous provider?	Base : All switchers that contacted provider, but not to negotiate a better deal at QF5	604
●	416	359	QF5aY And which, if any, of these were reasons you contacted your previous provider?	Base : All switchers that contacted provider, but not to negotiate a better deal at QF5	604
	417	360	QF5bY And which, if any, of these were reasons you contacted your previous provider?	Base : All decided not to switch who contacted provider, but not to negotiate a better deal at QF5	200
●	418	361	QF6 Which of these methods did you use to contact your provider to tell them you wanted to leave/cancel your service?	Base : All switchers who contacted previous provider at QC1A or QE1	732
●	419	362	QF6 Which of these methods did you use to contact your provider to tell them you wanted to leave/cancel your service?	Base : All switchers who contacted previous provider at QC1A or QE1	732
	420	363	QF6 Which of these methods did you use to contact your provider to tell them you wanted to leave/cancel your service?	Base : All DNT who contacted current provider at QC3 or QE1	466
●	421	364	QF8 If you were to switch services in the future and needed to contact your provider to cancel their service what would be your preferred way of contacting them?	Base : All	2529
●	422	365	QF8 If you were to switch services in the future and needed to contact your provider to cancel their service what would be your preferred way of contacting them?	Base : All	2529
●	423	366	QF8 If you were to switch services in the future and needed to contact your provider to cancel their service what would be your preferred way of contacting them?	Base : All	2529
●	424	367	QF9: Did your previous service(s) provider contact you at any point just before or after you had decided to change provider?	Base : All switchers	1132
●	425	368	QF9: Did your previous service(s) provider contact you at any point just before or after you had decided to change provider?	Base : All switchers	1132

	Page	Table	Title	Base Description	Base
●	426	369	QF9: Did your previous service(s) provider contact you at any point just before or after you had decided to change provider?	Base : All who decided not to switch	699
●	427	370	QF10 At what point did your previous service(s) provider contact you?	Base : All switchers whose provider contacted them	530
●	428	371	QF10 At what point did your previous service(s) provider contact you?	Base : All switchers whose provider contacted them	530
	429	372	QF10 At what point did your previous service(s) provider contact you?	Base : All who decided not to switch whose provider contacted them	130
●	430	373	QF11 Do you recall why your previous provider contacted you?	Base : All switchers whose provider contacted them	530
●	431	374	QF11 Do you recall why your previous provider contacted you?	Base : All switchers whose provider contacted them	530
	432	375	QF11 Do you recall why your previous provider contacted you?	Base : All who decided not to switch whose provider contacted them	130
●	433	376	QF14 And still thinking about all the conversations you had with your previous provider when switching, which of the following words would you use to describe this contact?	Base : All switchers that had contact with previous provider when switching	902
●	434	377	QF14 And still thinking about all the conversations you had with your previous provider when switching, which of the following words would you use to describe this contact?	Base : All switchers that had contact with previous provider when switching	902
●	435	378	QF15 And still thinking about all the conversations you had with your provider when you were considering switching, which of the following words would you use to describe this contact?	Base : All DNT that had contact with previous provider when considering switching	487
●	436	379	QG1: Before you left your previous service(s) provider, you may have been required to give them notice. If so, which of the following applied?	Base : All switchers	1132
●	437	380	QG1: Before you left your previous service(s) provider, you may have been required to give them notice. If so, which of the following applied?	Base : All switchers	1132
●	438	381	QG2A: Before you left your previous service(s) provider, you may have been required to give them notice. If you did so, at what point did you give notice to your provider that you wanted to leave?	Base : All switchers with one notice period for services switched	637
●	439	382	QG2A: Before you left your previous service(s) provider, you may have been required to give them notice. If you did so, at what point did you give notice to your provider that you wanted to leave?	Base : All switchers with one notice period for services switched	637

	Page	Table	Title	Base Description	Base
	440	383	QG2 Before you left your previous service(s) provider, you may have been required to give them notice. If you did so, at what point did you give notice to your provider that you wanted to leave? Fixed landline/ line rental	Base : All switchers with different notice periods for service switched	67
	441	384	QG2 Before you left your previous service(s) provider, you may have been required to give them notice. If you did so, at what point did you give notice to your provider that you wanted to leave? Fixed landline/ line rental	Base : All switchers with different notice periods for service switched	67
●	442	385	QG2 Before you left your previous service(s) provider, you may have been required to give them notice. If you did so, at what point did you give notice to your provider that you wanted to leave? Fixed broadband	Base : All switchers with different notice periods for service switched	67
	443	386	QG2 Before you left your previous service(s) provider, you may have been required to give them notice. If you did so, at what point did you give notice to your provider that you wanted to leave? Fixed broadband	Base : All switchers with different notice periods for service switched	67
	444	387	QG2 Before you left your previous service(s) provider, you may have been required to give them notice. If you did so, at what point did you give notice to your provider that you wanted to leave? Pay TV service	Base : All switchers with different notice periods for service switched	68
	445	388	QG2 Before you left your previous service(s) provider, you may have been required to give them notice. If you did so, at what point did you give notice to your provider that you wanted to leave? Pay TV service	Base : All switchers with different notice periods for service switched	68
●	446	389	QG3: Did the contracts for your old and new service(s) overlap at all? In other words were you paying for both of them at the same time for any period?	Base : All switchers	1132
●	447	390	QG3: Did the contracts for your old and new service(s) overlap at all? In other words were you paying for both of them at the same time for any period?	Base : All switchers	1132
●	448	391	QG4 And for which of the following services did you pay two providers at the same time?	Base : All switchers	1132
●	449	392	QG4 And for which of the following services did you pay two providers at the same time?	Base : All switchers	1132
●	450	393	QG5a: How long did the contracts overlap for? In other words how long were you paying for both services at the same time?	Base : All switchers that had overlapping contracts	185
●	451	394	QG5a: How long did the contracts overlap for? In other words how long were you paying for both services at the same time?	Base : All switchers that had overlapping contracts	185
●	452	395	QG5b: How long did the contracts overlap for? In other words how long were you paying for both services at the same time?	Base : All switchers that had overlapping contracts (up to and including a month or DK)	160

	Page	Table	Title	Base Description	Base
	453	396	QG5b: How long did the contracts overlap for? In other words how long were you paying for both services at the same time?	Base : All switchers that had overlapping contracts (up to and including a month or DK)	160
	454	397	QG5c: How long did the contracts overlap for? In other words how long were you paying for both services at the same time?	Base : All switchers that had overlapping contracts AND did not want overlapping contracts (up to and including a month or DK)	118
	455	398	QG5c: How long did the contracts overlap for? In other words how long were you paying for both services at the same time?	Base : All switchers that had overlapping contracts AND did not want overlapping contracts (up to and including a month or DK)	118
	456	399	QG6: Did you want the contracts to overlap?	Base : All switchers that had overlapping contracts	185
	457	400	QG6: Did you want the contracts to overlap?	Base : All switchers that had overlapping contracts	185
●	458	401	QG7a Why did the contracts overlap?	Base : All switchers that had overlapping contracts	185
	459	401	QG7a Why did the contracts overlap?	Base : All switchers that had overlapping contracts	185
●	460	402	QG7a Why did the contracts overlap?	Base : All switchers that had overlapping contracts	185
	461	402	QG7a Why did the contracts overlap?	Base : All switchers that had overlapping contracts	185
●	462	403	QG7b Why did the contracts overlap?	Base : All switchers that had overlapping contracts AND did not want overlapping contracts	142
●	463	403	QG7b Why did the contracts overlap?	Base : All switchers that had overlapping contracts AND did not want overlapping contracts	142
	464	404	QG7b Why did the contracts overlap?	Base : All switchers that had overlapping contracts AND did not want overlapping contracts	142

	Page	Table	Title	Base Description	Base
	465	404	QG7b Why did the contracts overlap?	Base : All switchers that had overlapping contracts AND did not want overlapping contracts	142
●	466	405	QG7c Why did the contracts overlap?	Base : All switchers that had overlapping contracts (up to and including a month or DK)	160
	467	405	QG7c Why did the contracts overlap?	Base : All switchers that had overlapping contracts (up to and including a month or DK)	160
●	468	406	QG7c Why did the contracts overlap?	Base : All switchers that had overlapping contracts (up to and including a month or DK)	160
	469	406	QG7c Why did the contracts overlap?	Base : All switchers that had overlapping contracts (up to and including a month or DK)	160
●	470	407	QG7d Why did the contracts overlap?	Base : All switchers that had overlapping contracts AND did not want overlapping contracts (up to and including a month or DK)	118
	471	407	QG7d Why did the contracts overlap?	Base : All switchers that had overlapping contracts AND did not want overlapping contracts (up to and including a month or DK)	118
	472	408	QG7d Why did the contracts overlap?	Base : All switchers that had overlapping contracts AND did not want overlapping contracts (up to and including a month or DK)	118
	473	408	QG7d Why did the contracts overlap?	Base : All switchers that had overlapping contracts AND did not want overlapping contracts (up to and including a month or DK)	118
●	474	409	QG8: When you switched, did you experience any period of time without any of your services?	Base : All switchers	1132
●	475	410	QG8: When you switched, did you experience any period of time without any of your services?	Base : All switchers	1132
●	476	411	QG9 Which service or services did you lose for a period of time?	Base : All switchers	1132

	Page	Table	Title	Base Description	Base
●	477	411	QG9 Which service or services did you lose for a period of time?	Base : All switchers	1132
●	478	412	QG9 Which service or services did you lose for a period of time?	Base : All switchers	1132
●	479	412	QG9 Which service or services did you lose for a period of time?	Base : All switchers	1132
●	480	413	QG10ca: Fixed landline - How long were you without a service?	Base : All switchers that had a period without this service	140
●	481	414	QG10ca: Fixed landline - How long were you without a service?	Base : All switchers that had a period without this service	140
●	482	415	QG10cb: Fixed broadband - How long were you without a service?	Base : All switchers that had a period without this service	189
●	483	416	QG10cb: Fixed broadband - How long were you without a service?	Base : All switchers that had a period without this service	189
	484	417	QG10cc: Pay TV - How long were you without a service?	Base : All switchers that had a period without this service and answered this question	50
	485	418	QG10cc: Pay TV - How long were you without a service?	Base : All switchers that had a period without this service and answered this question	50
●	486	419	QG10cd: Fixed landline - How long were you without a service?	Base : All switchers that had a period without this service and did not want a break in service	117
●	487	420	QG10cd: Fixed landline - How long were you without a service?	Base : All switchers that had a period without this service and did not want a break in service	117
●	488	421	QG10ce: Fixed broadband - How long were you without a service?	Base : All switchers that had a period without this service and did not want a break in service	167
●	489	422	QG10ce: Fixed broadband - How long were you without a service?	Base : All switchers that had a period without this service and did not want a break in service	167
●	490	423	QG10cf: Fixed landline - How long were you without a service?	Base : All switchers that had a period without this service (Up to 6 weeks or DK)	137
●	491	424	QG10cf: Fixed landline - How long were you without a service?	Base : All switchers that had a period without this service (Up to 6 weeks or DK)	137

	Page	Table	Title	Base Description	Base
●	492	425	QG10cg: Fixed broadband - How long were you without a service?	Base : All switchers that had a period without this service (Up to 6 weeks or DK)	184
●	493	426	QG10cg: Fixed broadband - How long were you without a service?	Base : All switchers that had a period without this service (Up to 6 weeks or DK)	184
●	494	427	QG10ch: Fixed landline - How long were you without a service?	Base : All switchers that had a period without this service and did not want a break in service (Up to 6 weeks or DK)	116
●	495	428	QG10ch: Fixed landline - How long were you without a service?	Base : All switchers that had a period without this service and did not want a break in service (Up to 6 weeks or DK)	116
●	496	429	QG10ci: Fixed broadband - How long were you without a service?	Base : All switchers that had a period without this service and did not want a break in service (Up to 6 weeks or DK)	165
●	497	430	QG10ci: Fixed broadband - How long were you without a service?	Base : All switchers that had a period without this service and did not want a break in service (Up to 6 weeks or DK)	165
●	498	431	QG10cj: Fixed landline - How long were you without a service?	Base : All switchers that had a period without this service (1 day to 6 weeks or DK)	113
●	499	432	QG10cj: Fixed landline - How long were you without a service?	Base : All switchers that had a period without this service (1 day to 6 weeks or DK)	113
●	500	433	QG10ck: Fixed broadband - How long were you without a service?	Base : All switchers that had a period without this service (1 day to 6 weeks or DK)	153
●	501	434	QG10ck: Fixed broadband - How long were you without a service?	Base : All switchers that had a period without this service (1 day to 6 weeks or DK)	153
●	502	435	QG10cl: Fixed landline - How long were you without a service?	Base : All switchers that had a period without this service and did not want a break in service (1 day to 6 weeks or DK)	100
●	503	436	QG10cl: Fixed landline - How long were you without a service?	Base : All switchers that had a period without this service and did not want a break in service (1 day to 6 weeks or DK)	100
●	504	437	QG10cm: Fixed broadband - How long were you without a service?	Base : All switchers that had a period without this service and did not want a break in service (1 day to 6 weeks or DK)	141

	Page	Table	Title	Base Description	Base
●	505	438	QG10cm: Fixed broadband - How long were you without a service?	Base : All switchers that had a period without this service and did not want a break in service (1 day to 6 weeks or DK)	141
●	506	439	QG11: Did you want the break in service?	Base : All switchers that had a period without service	252
	507	440	QG11: Did you want the break in service?	Base : All switchers that had a period without service	252
●	508	441	QG12 Why did you have a period without service?	Base : All switchers that had a period without service	252
●	509	442	QG12 Why did you have a period without service?	Base : All switchers that had a period without service	252
●	510	443	QG12 Why did you have a period without service?	Base : All switchers that had a period without service and did not want a break in service	213
●	511	444	QG12 Why did you have a period without service?	Base : All switchers that had a period without service and did not want a break in service	213
●	512	445	QG13: How would you rate your overall switching experience i.e. from the point at which you decided you wanted to switch your service(s), to the point you were using your new provider's service(s)?	Base : All switchers	1132
●	513	446	QG13: How would you rate your overall switching experience i.e. from the point at which you decided you wanted to switch your service(s), to the point you were using your new provider's service(s)?	Base : All switchers	1132
●	514	447	QG13: How would you rate your overall switching experience i.e. from the point at which you decided you wanted to switch your service(s), to the point you were using your new provider's service(s)?	Base : All switchers CPS	681
●	515	448	QG13: How would you rate your overall switching experience i.e. from the point at which you decided you wanted to switch your service(s), to the point you were using your new provider's service(s)?	Base : All switchers CPS	681
●	516	449	QG13: How would you rate your overall switching experience i.e. from the point at which you decided you wanted to switch your service(s), to the point you were using your new provider's service(s)?	Base : All switchers ORS	451
●	517	450	QG13: How would you rate your overall switching experience i.e. from the point at which you decided you wanted to switch your service(s), to the point you were using your new provider's service(s)?	Base : All switchers ORS	451

	Page	Table	Title	Base Description	Base
●	518	451	QG14: And how did this compare to what you had expected?	Base : All switchers	1132
●	519	452	QG14: And how did this compare to what you had expected?	Base : All switchers	1132
●	520	453	QG18r1: Cancel your service with your provider - How easy or difficult do you think it would be to do each of the following?	Base : All DNT/NS NAC	1397
●	521	454	QG18r2: Compare the cost of alternative packages - How easy or difficult do you think it would be to do each of the following?	Base : All DNT/NS NAC	1397
●	522	455	QG18r3: Find the right package for you - How easy or difficult do you think it would be to do each of the following?	Base : All DNT/NS NAC	1397
●	523	456	QG18r4: Coordinate a switch of service(s) so that you had continuous access to them - How easy or difficult do you think it would be to do each of the following?	Base : All DNT/NS NAC	1397
●	524	457	QG18r5: Coordinate a switch of service(s) so that you were not paying for your old and new services at the same time - How easy or difficult do you think it would be to do each of the following?	Base : All DNT/NS NAC	1397
●	525	458	QG18r6: Arrange your new services/package with a new provider - How easy or difficult do you think it would be to do each of the following?	Base : All DNT/NS NAC	1397
●	526	459	QG18r7: Set up your new equipment yourself e.g. set top box, WiFi router - How easy or difficult do you think it would be to do each of the following?	Base : All DNT/NS NAC	1397
	527	460	QG18r8: Have new equipment installed by your new provider - How easy or difficult do you think it would be to do each of the following?	Base : All DNT/NS NAC	1397
●	528	461	QG18r9: Find out what you need to do to switch - How easy or difficult do you think it would be to do each of the following?	Base : All DNT/NS NAC	1397
●	529	462	QG18 How easy or difficult do you think it would be to do each of the following? SUMMARY - NET: EASY	Base : All DNT/NS NAC	1397
●	530	463	QG18 How easy or difficult do you think it would be to do each of the following? SUMMARY - NET: DIFFICULT	Base : All DNT/NS NAC	1397
	531	464	QG18 How easy or difficult do you think it would be to do each of the following? SUMMARY	Base : All DNT/NS NAC	1397
	532	465	QG18r1: Cancel your service with your provider - How easy or difficult do you think it would be to do each of the following?	Base : All decided not to switch	699
●	533	466	QG18r2: Compare the cost of alternative packages - How easy or difficult do you think it would be to do each of the following?	Base : All decided not to switch	699

	Page	Table	Title	Base Description	Base
●	534	467	QG18r3: Find the right package for you - How easy or difficult do you think it would be to do each of the following?	Base : All decided not to switch	699
	535	468	QG18r4: Coordinate a switch of service(s) so that you had continuous access to them - How easy or difficult do you think it would be to do each of the following?	Base : All decided not to switch	699
	536	469	QG18r5: Coordinate a switch of service(s) so that you were not paying for your old and new services at the same time - How easy or difficult do you think it would be to do each of the following?	Base : All decided not to switch	699
	537	470	QG18r6: Arrange your new services/package with a new provider - How easy or difficult do you think it would be to do each of the following?	Base : All decided not to switch	699
	538	471	QG18r7: Set up your new equipment yourself e.g. set top box, WiFi router - How easy or difficult do you think it would be to do each of the following?	Base : All decided not to switch	699
	539	472	QG18r8: Have new equipment installed by your new provider - How easy or difficult do you think it would be to do each of the following?	Base : All decided not to switch	699
●	540	473	QG18r9: Find out what you need to do to switch - How easy or difficult do you think it would be to do each of the following?	Base : All decided not to switch	699
●	541	474	QG18 How easy or difficult do you think it would be to do each of the following? SUMMARY - NET: EASY	Base : All decided not to switch	699
	542	475	QG18 How easy or difficult do you think it would be to do each of the following? SUMMARY - NET: DIFFICULT	Base : All decided not to switch	699
	543	476	QG18 How easy or difficult do you think it would be to do each of the following? SUMMARY	Base : All decided not to switch	699
	544	477	QG18r1: Cancel your service with your provider - How easy or difficult do you think it would be to do each of the following?	Base : All NS NAC	698
	545	478	QG18r2: Compare the cost of alternative packages - How easy or difficult do you think it would be to do each of the following?	Base : All NS NAC	698
	546	479	QG18r3: Find the right package for you - How easy or difficult do you think it would be to do each of the following?	Base : All NS NAC	698
	547	480	QG18r4: Coordinate a switch of service(s) so that you had continuous access to them - How easy or difficult do you think it would be to do each of the following?	Base : All NS NAC	698
	548	481	QG18r5: Coordinate a switch of service(s) so that you were not paying for your old and new services at the same time - How easy or difficult do you think it would be to do each of the following?	Base : All NS NAC	698
	549	482	QG18r6: Arrange your new services/package with a new provider - How easy or difficult do you think it would be to do each of the following?	Base : All NS NAC	698

	Page	Table	Title	Base Description	Base
	550	483	QG18r7: Set up your new equipment yourself e.g. set top box, WiFi router - How easy or difficult do you think it would be to do each of the following?	Base : All NS NAC	698
	551	484	QG18r8: Have new equipment installed by your new provider - How easy or difficult do you think it would be to do each of the following?	Base : All NS NAC	698
	552	485	QG18r9: Find out what you need to do to switch - How easy or difficult do you think it would be to do each of the following?	Base : All NS NAC	698
	553	486	QG18 How easy or difficult do you think it would be to do each of the following? SUMMARY - NET: EASY	Base : All NS NAC	698
	554	487	QG18 How easy or difficult do you think it would be to do each of the following? SUMMARY - NET: DIFFICULT	Base : All NS NAC	698
	555	488	QG18 How easy or difficult do you think it would be to do each of the following? SUMMARY	Base : All NS NAC	698
●	556	489	QG19: Overall, how satisfied are you with your decision to switch/stay with your provider?	Base : All	2529
●	557	490	QG19: Overall, how satisfied are you with your decision to switch/stay with your provider?	Base : All	2529
●	558	491	QG19: Overall, how satisfied are you with your decision to switch/stay with your provider?	Base : All	2529
●	559	492	QH1: Based on your experience, how likely are you to recommend switching to someone else (e.g. a friend or relative)?	Base : All switchers	1132
●	560	493	QH1: Based on your experience, how likely are you to recommend switching to someone else (e.g. a friend or relative)?	Base : All switchers	1132
●	561	494	QH3 Cable access	Base : All	2529
●	562	495	QH3 Cable access	Base : All	2529
●	563	496	QH3 Cable access	Base : All	2529
●	564	497	LAST 2 YEAR SWITCHERS Switcher Sample groups / Cancel / PAY TV		
●	565	498	LAST 2 YEAR SWITCHERS Switcher Sample groups / Cancel / PAY TV		
	566	499	LAST 2 YEAR SWITCHERS Switcher Sample groups / Cancel / PAY TV		

	Page	Table	Title	Base Description	Base
●	567	500	LAST 12 MONTH SWITCHERS Switcher Sample groups / Cancel / PAY TV		
●	568	501	LAST 12 MONTH SWITCHERS Switcher Sample groups / Cancel / PAY TV		
	569	502	LAST 12 MONTH SWITCHERS Switcher Sample groups / Cancel / PAY TV		
	570	503	NON-SWITCHER SAMPLE GROUPS		
	571	504	NON-SWITCHER SAMPLE GROUPS		
●	572	505	NON-SWITCHER SAMPLE GROUPS		

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samplegroup: This stores the sample group assigned

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
CPS PTV standalone switch	158	158	158	-	-	-	-	-	-	-	-	-	-	-	158	158	158
6%		14% cdefghijk	23% acdefghijk	-	-	-	-	-	-	-	-	-	-	-	26%	34% n	100% no
CPS Triple Play to Triple Play	215	215	215	-	215	215	215	215	-	-	-	-	-	-	215	215	-
9%		19% chijk	32% acdhiijk	-	22% chijk	41% abcdhijk	47% abcdhijk	72% abcdhijk	-	-	-	-	-	-	35% p	47% np	-
CPS Dual Play to Dual Play	223	223	223	-	223	223	-	-	-	223	223	-	-	-	-	-	-
9%		20% cfghk	33% acdfghk	-	23% cfghk	43% abdfghk	-	-	-	43% abdfghk	100% abdfghk	-	-	-	-	-	-
CPS/ORS Triple Play to Triple Play	85	85	85	-	85	85	85	85	-	-	-	-	-	-	85	85	-
3%		8% chijk	12% acdhiijk	-	9% chijk	16% acdhiijk	19% abcdhijk	29% abdfghijk	-	-	-	-	-	-	14% p	19% np	-
ORS Triple Play to Triple Play	154	154	-	154	154	-	154	-	154	-	-	-	46	108	154	-	-
6%		14% begijk	-	34% abdegijk	16% begijk	-	34% abdegijk	-	100% abdegijk	-	-	-	32%	35%	25% op	-	-
ORS Dual Play to Dual Play	297	297	-	297	297	-	-	-	-	297	-	297	97	200	-	-	-
12%		26% befghi	-	66% abdefghi	30% abefghi	-	-	-	-	57% abdefghi	-	100% abdefghi	68%	65%	-	-	-
Decided not to	699	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
28%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NS NAC	698	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
28%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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samplegroup: This stores the sample group assigned

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
CPS PTV standalone switch	158	107	107	-	-	-	-	-	-	-	-	-	-	-	107	107	107
	6%	14% cdefghijk	24% acdefghijk	-	-	-	-	-	-	-	-	-	-	-	26%	36% n	100% no
CPS Triple Play to Triple Play	215	135	135	-	135	135	135	135	-	-	-	-	-	-	135	135	-
	9%	18% chijk	30% acdhiijk	-	21% chijk	39% abcdhijk	45% abcdhijk	70% abcdefhijk	-	-	-	-	-	-	33% p	45% np	-
CPS Dual Play to Dual Play	223	154	154	-	154	154	-	-	-	154	154	-	-	-	-	-	-
	9%	20% cfghk	34% acdfghk	-	23% cfghk	44% abdfghk	-	-	-	43% abcdfghk	100% abdefghik	-	-	-	-	-	-
CPS/ORS Triple Play to Triple Play	85	58	58	-	58	58	58	58	-	-	-	-	-	-	58	58	-
	3%	8% chijk	13% acdhiijk	-	9% chijk	17% acdhiijk	19% abcdhijk	30% abdefhijk	-	-	-	-	-	-	14% p	19% p	-
ORS Triple Play to Triple Play	154	108	-	108	108	-	108	-	108	-	-	-	32	76	108	-	-
	6%	14% begijk	-	35% abdegijk	16% begijk	-	36% abdegijk	-	100% abdefgijk	-	-	-	35%	35%	26% op	-	-
ORS Dual Play to Dual Play	297	201	-	201	201	-	-	-	-	201	-	201	60	141	-	-	-
	12%	26% befghi	-	65% abdefghi	31% befghi	-	-	-	-	57% abdefghi	-	100% abdefghi	65%	65%	-	-	-
Decided not to	699	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NS NAC	698	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/op
* small base

samplegroup: This stores the sample group assigned

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
CPS PTV standalone	158	-	-	-	-	-	-
switch	6%	-	-	-	-	-	-
CPS Triple Play to	215	-	-	-	-	-	-
Triple Play	9%	-	-	-	-	-	-
CPS Dual Play to Dual	223	-	-	-	-	-	-
Play	9%	-	-	-	-	-	-
CPS/ORS Triple Play to	85	-	-	-	-	-	-
Triple Play	3%	-	-	-	-	-	-
ORS Triple Play to	154	-	-	-	-	-	-
Triple Play	6%	-	-	-	-	-	-
ORS Dual Play to Dual	297	-	-	-	-	-	-
Play	12%	-	-	-	-	-	-
Decided not to	699	699	466	233	-	-	-
	28%	100%def	100%def	100%def	-	-	-
NS NAC	698	-	-	-	698	342	356
	28%	-	-	-	100%abc	100%abc	100%abc

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

QA1 For which, if any, of the following services are you solely or jointly responsible for deciding which provider to use?

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Fixed home telephone line	2340	1061	633	428	927	499	437	288	149	490	211	279	132	296	571	422	134
93%		94%	93%	95%	95%	95%	96%ab	96%	97%	94%	95%	94%	92%	96%	93%cp	92%ap	85%
Fixed home broadband	2431	1092	651	441	951	510	440	290	150	511	220	291	141	300	581	431	141
96%		96%	96%	98%	98%b	98%	97%	97%	97%	98%ab	99%b	98%	99%	97%	95%cp	94%ap	89%
Pay TV service (via a cable, satellite or a broadband connection)	1953	896	560	336	744	408	433	286	147	311	122	189	114	222	585	438	152
77%		79%cdijk	82%cdijk	75%ijk	76%ijk	78%ijk	95%abcdeijk	95%abcdeijk	95%abcdeijk	60%	55%	64%j	80%	72%	96%	96%	96%
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QA1 For which, if any, of the following services are you solely or jointly responsible for deciding which provider to use?

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Fixed home telephone line	2340	716	425	291	625	334	291	188	103	334	146	188	84	207	382	279	91
	93%	94%	94%	94%	95%	96%	97%	97% ab	95%	94%	95%	94%	91%	95%	94% ap	93% ap	85%
Fixed home broadband	2431	735	435	300	640	340	293	188	105	347	152	195	90	210	388	283	95
	96%	96%	96%	97%	98%	98%	97%	97%	97%	98%	99%	97%	98%	97%	95% ap	94%	89%
Pay TV service (via a cable, satellite or a broadband connection)	1953	601	373	228	498	270	291	187	104	207	83	124	71	157	394	290	103
	77%	79% dijk	82% cdijk	74% dijk	76% dijk	78% dijk	97% abcdeijk	97% abcdeijk	96% abcdeijk	58%	54%	62%	77%	72%	97%	97%	96%
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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
* small base

QA1 For which, if any, of the following services are you solely or jointly responsible for deciding which provider to use?

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
Fixed home telephone line	2340	660	437	223	619	297	322
93%		94% ^{de}	94% ^{de}	96% ^{del}	89%	87%	91%
Fixed home broadband	2431	679	453	226	660	322	338
96%		97% ^{cd}	97%	97%	95%	94%	95%
Pay TV service (via a cable, satellite or a broadband connection)	1953	525	352	173	532	257	275
77%		75%	76%	74%	76%	75%	77%
None of the above	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

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

QA2 Gender

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups															
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Male	1198	501	303	198	416	218	202	129	73	214	89	125	61	137	287	214	85
	47%	44%	44%	44%	43%	42%	44%	43%	47%	41%	40%	42%	43%	44%	47%	47%	54%
Female	1331	631	378	253	558	305	252	171	81	306	134	172	82	171	325	244	73
	53%	56%	56%	56%	57%	58%	56%	57%	53%	59%	60%	58%	57%	56%	53%	53%	46%

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

QA2 Gender

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups															
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Male	1198	325	194	131	274	143	126	78	48	148	65	83	40	91	177	129	51
	47%	43%	43%	42%	42%	41%	42%	40%	44%	42%	42%	41%	43%	42%	43%	43%	48%
Female	1331	438	260	178	382	204	175	115	60	207	89	118	52	126	231	171	56
	53%	57%	57%	58%	58%	59%	58%	60%	56%	58%	58%	59%	57%	58%	57%	57%	52%

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

QA2 Gender

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
Male	1198	348	227	121	349	156	193
	47%	50%	49%	52%	50%	46%	54%
Female	1331	351	239	112	349	186	163
	53%	50%	51%	48%	50%	54%	46%

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

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Qage Age

Base : All

		Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
			Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
			Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)						Dual ORS (k)
Unweighted Base		2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base		2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
16-17	(16.5)	1	1	-	1	1	-	-	-	-	1	-	1	-	1	-	-	-
18-24	(21)	209	80	45	35	66	31	24	11	13	42	20	22	8	27	38	25	14
		8%	7%g	7%	8%g	7%g	6%	5%	4%	8%g	8%g	9%g	7%g	6%	9%	6%	5%	9%
25-34	(29.5)	416	220	139	81	179	98	89	61	28	90	37	53	34	47	130	102	41
		16%	19%	20%	18%	19%	19%	20%	20%	18%	17%	17%	18%	24%un	15%	21%	22%	26%
35-44	(39.5)	452	218	150	68	182	114	97	68	29	85	46	39	22	46	133	104	36
		18%	19%k	22%cik	15%	19%k	22%cik	21%cik	23%cik	19%	16%	21%k	13%	15%	15%	22%	23%	23%
45-54	(49.5)	559	264	156	108	238	130	122	80	42	116	50	66	29	79	148	106	26
		22%	23%	23%	24%	24%	25%	27%	27%	27%	22%	22%	22%	20%	26%	24%up	23%	16%
55-64	(59.5)	470	194	104	90	170	80	67	40	27	103	40	63	32	58	91	64	24
		19%	17%	15%	20%bfg	17%	15%	15%	13%	18%	20%bfg	18%	21%bfg	22%	19%	15%	14%	15%
65+	(75)	424	155	87	68	138	70	55	40	15	83	30	53	18	50	72	57	17
		17%	14%	13%	15%	14%	13%	12%	13%	10%	16%	13%	18%bfn	13%	16%	12%	12%	11%
NET: 16-24		210	81	45	36	67	31	24	11	13	43	20	23	8	28	38	25	14
		8%	7%g	7%	8%g	7%g	6%	5%	4%	8%g	8%g	9%g	8%g	6%	9%	6%	5%	9%
NET: 16-34		625	301	184	117	246	129	113	72	41	133	57	76	42	75	168	127	55
		25%	27%	27%	26%	25%	25%	24%	27%	26%	26%	26%	26%	29%	24%	27%	28%	35%
NET: 35-54		1010	482	306	176	420	244	219	148	71	201	96	105	51	125	281	210	62
		40%	43%k	45%cik	39%	43%k	47%cik	48%acik	49%acik	46%k	39%	43%	35%	36%	41%	46%	46%	39%
NET: 55+		893	349	191	158	308	150	122	80	42	186	70	116	50	108	163	121	41
		35%	31%	28%	35%bfg	32%	29%	27%	27%	36%abefg	31%	39%abdefgh	35%	35%	35%	27%	26%	26%
Mean		48.19	46.85	46.12	47.96	47.35	46.83	46.50	46.85	45.81	46.79	46.79	49.07abn	47.06	48.37	45.80	45.79	43.77
Standard Deviation		16.64	15.96	15.64	16.39	15.92	15.51	15.09	15.09	15.13	16.60	16.10	16.92	16.00	16.57	15.34	15.42	15.89
Standard Error		0.33	0.47	0.60	0.77	0.51	0.68	0.71	0.87	1.22	0.73	1.08	0.98	1.34	0.94	0.62	0.72	1.26

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

J22086 Ofcom Triple Play 2015

Qage Age

Base : All

		Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
			Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)		
			Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)						Dual ORS (k)	
Unweighted Base		2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107	
Weighted Base		2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107	
16-17	(16.5)	1	1	-	1	1	-	-	-	-	1	-	1	-	1	-	-	-	
		*	*	-	*	*	-	-	-	-	*	-	*	-	*	-	-	-	
18-24	(21)	209	54	29	25	43	18	15	5	10	28	13	15	8	17	26	16	11	
		8%	7%g	6%g	8%g	7%g	5%	5%	3%	9%g	8%g	8%g	7%g	9%	8%	6%	5%	10%	
25-34	(29.5)	416	163	106	57	135	78	74	51	23	61	27	34	21	36	102	79	28	
		16%	21%	23%l	18%	21%	22%	25%kl	26%clj	21%	17%	18%	17%	23%	17%	25%	26%	26%	
35-44	(39.5)	452	139	91	48	114	66	60	41	19	54	25	29	14	34	85	66	25	
		18%	18%	20%	16%	17%	19%	20%	21%	18%	15%	16%	14%	15%	16%	21%	22%	23%	
45-54	(49.5)	559	173	103	70	154	84	78	47	31	76	37	39	16	54	97	66	19	
		22%	23%	23%	23%	23%	24%	26%	24%	29%	21%	24%	19%	17%	25%	24%	22%	18%	
55-64	(59.5)	470	132	72	60	117	57	42	26	16	75	31	44	21	39	57	41	15	
		19%	17%	16%	19%	18%	16%	14%	13%	15%	21%fg	20%	22%fg	23%	18%	14%	14%	14%	
65+	(75)	424	101	53	48	92	44	32	23	9	60	21	39	12	36	41	32	9	
		17%	13%	12%	16%	14%	13%	11%	12%	8%	17%bfh	14%	19%abdefgh	13%	17%	10%	11%	8%	
NET: 16-24		210	55	29	26	44	18	15	5	10	29	13	16	8	18	26	16	11	
		8%	7%g	6%g	8%g	7%g	5%	5%	3%	9%g	8%g	8%g	8%g	9%	8%	6%	5%	10%	
NET: 16-34		625	218	135	83	179	96	89	56	33	90	40	50	29	54	128	95	39	
		25%	29%	30%	27%	27%	28%	30%	29%	31%	25%	26%	25%	32%	25%	31%	32%	36%	
NET: 35-54		1010	312	194	118	268	150	138	88	50	130	62	68	30	88	182	132	44	
		40%	41%	43%kl	38%	41%	43%kl	46%kl	46%kl	46%kl	37%	40%	34%	33%	41%	45%	44%	41%	
NET: 55+		893	233	125	108	209	101	74	49	25	135	52	83	33	75	98	73	24	
		35%	31%	28%	35%bfgh	32%l	29%	25%	25%	23%	38%abdefgh	34%l	41%abdefgh	36%	35%	24%	24%	22%	
Mean		48.19	46.45	45.57	47.75	47.09	46.50	45.28	45.74	44.45	48.62abfgh	47.45	49.52abefgh	46.54	48.26	44.56	44.60	42.55	
Standard Deviation		16.64	16.03	15.56	16.64	16.07	15.54	14.99	15.03	14.95	16.80	16.16	17.25	16.71	16.62	15.10	15.18	15.30	
Standard Error		0.33	0.58	0.73	0.95	0.63	0.83	0.86	1.08	1.44	0.89	1.30	1.22	1.74	1.13	0.75	0.88	1.48	

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

Qage Age

Base : All

		NON-SWITCHER SAMPLE GROUPS					
Total		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base		2529	699	466	233	698	359
Weighted Base		2529	699	466	233	698	356
16-17	(16.5)	1	-	-	-	-	-
18-24	(21)	209	45	34	11	84	62
		8%	6%	7%	5%	12% abcf	18% abcf
25-34	(29.5)	416	84	55	29	112	62
		16%	12%	12%	12%	16%	18% ab
35-44	(39.5)	452	115	83	32	119	60
		18%	16%	18%	14%	17%	18%
45-54	(49.5)	559	148	101	47	147	62
		22%	21%	22%	20%	21%	18%
55-64	(59.5)	470	157	105	52	119	45
		19%	22% de	23% de	22% de	17%	13%
65+	(75)	424	150	88	62	119	51
		17%	21% de	19%	27% bde	17%	15%
NET: 16-24		210	45	34	11	84	62
		8%	6%	7%	5%	12% abcf	18% abcf
NET: 16-34		625	129	89	40	195	124
		25%	18%	19%	17%	28% abcf	36% abcf
NET: 35-54		1010	263	184	79	265	123
		40%	38%	39%	34%	38%	36%
NET: 55+		893	307	193	114	237	95
		35%	44% de	41% de	49% de	34%	28%
Mean		48.19	51.33 de	50.35 de	53.31 bde	47.21 e	43.98
Standard Deviation		16.64	16.61	16.42	16.85	17.36	17.82
Standard Error		0.33	0.63	0.76	1.10	0.66	0.97

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

QA4 Which of the following best describes your employment status?

Base : All

	Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Working full time (30+ hours per week)	1082	514	320	194	417	223	206	121	85	211	102	109	65	129	303	218	97	
	43%	45% kl	47% kl	43%	43%	43%	45% kl	40%	55% acdefgikl	41%	46% kl	37%	45%	42%	50%	48%	61% no	
Working part time (8-29 hours per week)	361	177	114	63	157	94	79	62	17	78	32	46	15	48	99	82	20	
	14%	16%	17%	14%	16%	18% h	17%	21% acchi	11%	15%	14%	15%	10%	16%	16%	18%	13%	
Working part time (under 8 hours per week)	37	18	10	8	16	8	6	5	1	10	3	7	1	7	8	7	2	
	1%	2%	1%	2%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	
Unemployed	173	66	39	27	61	34	29	17	12	32	17	15	8	19	34	22	5	
	7%	6%	6%	6%	6%	7%	6%	6%	8%	6%	8%	5%	6%	6%	6%	5%	3%	
Student	77	31	19	12	28	16	12	8	4	16	8	8	5	7	15	11	3	
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	2%	2%	2%	2%	
Housewife / house husband	231	112	60	52	102	50	45	29	16	57	21	36	20	32	55	39	10	
	9%	10%	9%	12%	10%	10%	10%	10%	10%	11%	9%	12%	14%	10%	9%	9%	6%	
Retired	553	204	114	90	183	93	75	57	18	108	36	72	26	64	96	78	21	
	22%	18%	17%	20% h	19% h	18%	17%	19% h	12%	21% h	16%	24% abdefhij	18%	21%	16%	17%	13%	
Prefer not to say	17	10	5	5	10	5	2	1	1	8	4	4	3	2	2	1	-	
	1%	1%	1%	1%	1%	1%	*	*	1%	2%	2%	1%	2%	1%	*	*	-	
NET: Working	1479	709	444	265	590	325	291	188	103	299	137	162	81	184	410	307	119	
	58%	63% kl	65% cl	59%	61%	62% kl	64% kl	63% kl	67% kl	58%	61%	55%	57%	60%	67%	67%	75% h	
NET: Not working	1033	413	232	181	374	193	161	111	50	213	82	131	59	122	200	150	39	
	41%	36%	34%	40% b	38%	37%	35%	37%	32%	41% b	37%	44% abefhij	41%	40%	33%	33%	25%	

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

QA4 Which of the following best describes your employment status?

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Working full time (30+ hours per week)	1082	342	205	137	279	142	147	80	67	132	62	70	38	99	210	143	63
43%		45% ik	45% ik	44% ik	43%		49% elk	41%	62% abcdehijk	37%	40%	35%	41%	46%	51%	48%	59% o
Working part time (8-29 hours per week)	361	130	86	44	115	71	58	44	14	57	27	30	10	34	73	59	15
14%		17%	19%	14%	18%	20% c	19%	23% ch	13%	16%	18%	15%	11%	16%	18%	20%	14%
Working part time (under 8 hours per week)	37	14	7	7	12	5	4	3	1	8	2	6	1	6	6	5	2
1%		2%	2%	2%	2%	1%	1%	2%	1%	2%	1%	3%	1%	3%	1%	2%	2%
Unemployed	173	45	29	16	41	25	15	10	5	26	15	11	6	10	19	14	4
7%		6%	6%	5%	6%	7%	5%	5%	5%	7%	10%	5%	7%	5%	5%	5%	4%
Student	77	20	12	8	17	9	8	5	3	9	4	5	5	3	11	8	3
3%		3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	5% m	1%	3%	3%	3%
Housewife / house husband	231	84	46	38	75	37	31	21	10	44	16	28	15	23	40	30	9
9%		11%	10%	12%	11%	11%	10%	11%	9%	12%	10%	14%	16%	11%	10%	10%	8%
Retired	553	123	66	57	112	55	38	30	8	74	25	49	16	41	49	41	11
22%		16% h	15% h	18% fh	17% h	16% h	13%	16% h	7%	21% bth	16% h	24% abdefgh	17%	19%	12%	14%	10%
Prefer not to say	17	5	3	2	5	3	-	-	-	5	3	2	1	1	-	-	-
1%		1%	1%	1%	1%	1%	-	-	-	1% f	2% f	1%	1%	*	-	-	-
NET: Working	1479	496	298	188	406	218	209	127	82	197	91	106	49	139	289	207	80
58%		64% ijk	66% ijk	61%	62% ijk	63% ijk	60% cdijk	66% ijk	76% abcdeijk	55%	59%	53%	53%	64%	71%	69%	75%
NET: Not working	1033	272	153	119	245	126	92	66	26	153	60	93	42	77	119	93	27
41%		36% h	34%	39% fh	37% fh	36% h	31%	34%	24%	43% abfgh	39% h	46% abdefgh	46%	35%	29%	31%	25%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
* small base

QA4 Which of the following best describes your employment status?

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
Working full time (30+ hours per week)	1082 43%	284 41%	200 43%	84 36%	284 41%	138 40%	145 41%
Working part time (8-29 hours per week)	361 14%	102 15%	74 16% ^d	28 12%	82 12%	45 13%	36 10%
Working part time (under 8 hours per week)	37 1%	16 2% ^d	13 3% ^d	3 1%	3 *	2 1%	* *
Unemployed	173 7%	35 5%	22 5%	13 6%	72 10% ^{ab}	45 13% ^{abc}	27 8%
Student	77 3%	19 3%	12 3%	7 3%	27 4%	17 5%	9 3%
Housewife / house husband	231 9%	47 7%	26 6%	21 9%	72 10% ^{ab}	35 10%	37 10% ^b
Retired	553 22%	190 27% ^{ce}	117 25% ^{ce}	73 31% ^{de}	159 23%	59 17%	100 28% ^{ee}
Prefer not to say	17 1%	6 1%	2 *	4 2% ^d	1 *	1 *	- -
NET: Working	1479 58%	402 58% ^c	287 62% ^{cd}	115 49%	368 53%	186 54%	182 51%
NET: Not working	1033 41%	291 42%	177 38%	114 49% ^b	329 47% ^b	156 46%	174 49% ^b

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

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Table 16

QA5 Social grade

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
A	89	26	14	12	22	10	12	5	7	10	5	5	4	8	16	9	4
	4%	2%	2%	3%	2%	2%	3%	2%	5%	2%	2%	2%	3%	3%	3%	2%	3%
B	647	289	170	119	241	122	105	69	36	136	53	83	35	84	153	117	48
	26%	26%	25%	26%	25%	23%	23%	23%	23%	26%	24%	26%	24%	27%	25%	26%	30%
C1	788	377	226	151	325	174	157	106	51	168	68	100	55	96	209	158	52
	31%	33%	33%	33%	33%	33%	35%	35%	33%	32%	30%	34%	38%	31%	34%	34%	33%
C2	443	194	126	68	166	98	80	56	24	86	42	44	18	50	108	84	28
	18%	17%	19%	15%	17%	19%	18%	19%	16%	17%	19%	15%	13%	16%	18%	18%	18%
D	218	104	63	41	90	49	39	25	14	51	24	27	14	27	53	39	14
	9%	9%	9%	9%	9%	9%	9%	8%	9%	10%	11%	9%	10%	9%	9%	9%	9%
E	344	142	82	60	130	70	61	39	22	69	31	38	17	43	73	51	12
	14%	13%	12%	13%	13%	13%	13%	13%	14%	13%	14%	13%	12%	14%	12%	11%	8%
NET: AB	736	315	184	131	263	132	117	74	43	146	58	88	39	92	169	126	52
	29%	28%	27%	29%	27%	25%	26%	25%	28%	28%	26%	30%	27%	30%	28%	28%	33%
NET: DE	562	246	145	101	220	119	100	64	36	120	55	65	31	70	126	90	26
	22%	22%	21%	22%	23%	23%	22%	21%	23%	23%	25%	22%	22%	23%	21%	20%	16%
NET: ABC1	1524	692	410	282	588	306	274	180	94	314	126	188	94	188	378	284	104
	60%	61%	60%	63%	60%	59%	60%	60%	61%	60%	57%	63%	66%	61%	62%	62%	66%
NET: C2DE	1005	440	271	169	386	217	180	120	60	206	97	109	49	120	234	174	54
	40%	39%	40%	37%	40%	41%	40%	40%	39%	40%	43%	37%	34%	39%	38%	38%	34%
NET: C1	788	377	226	151	325	174	157	106	51	168	68	100	55	96	209	158	52
	31%	33%	33%	33%	33%	33%	35%	35%	33%	32%	30%	34%	38%	31%	34%	34%	33%

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

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Table 17

QA5 Social grade

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
A	89	16	11	5	12	7	6	4	2	6	3	3	2	3	10	8	4
	4%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	3%	4%
B	647	194	111	83	161	78	65	40	25	96	38	58	19	64	98	73	33
	26%	25%	24%	27%	25%	22%	22%	21%	23%	27%	25%	29%	21%	29%	24%	24%	31%
C1	788	242	140	102	209	107	105	67	38	104	40	64	36	66	138	100	33
	31%	32%	31%	33%	32%	31%	35%	35%	35%	29%	26%	32%	39%	30%	34%	33%	31%
C2	443	141	93	48	118	70	55	37	18	63	33	30	12	36	78	60	23
	18%	18%	20%	16%	18%	20%	18%	19%	17%	18%	21%	15%	13%	17%	19%	20%	21%
D	218	78	43	35	71	36	31	18	13	40	18	22	11	24	38	25	7
	9%	10%	9%	11%	11%	10%	10%	9%	12%	11%	12%	11%	12%	11%	9%	8%	7%
E	344	92	56	36	85	49	39	27	12	46	22	24	12	24	46	34	7
	14%	12%	12%	12%	13%	14%	13%	14%	11%	13%	14%	12%	13%	11%	11%	11%	7%
NET: AB	736	210	122	88	173	85	71	44	27	102	41	61	21	67	108	81	37
	29%	28%	27%	28%	26%	24%	24%	23%	25%	29%	27%	30%	23%	31%	26%	27%	35%
NET: DE	562	170	99	71	156	85	70	45	25	86	40	46	23	48	84	59	14
	22%	22%	22%	23%	24%	24%	23%	23%	23%	24%	26%	23%	25%	22%	21%	20%	13%
NET: ABC1	1524	452	262	190	382	192	176	111	65	206	81	125	57	133	246	181	70
	60%	59%	58%	61%	58%	55%	58%	58%	60%	58%	53%	62%	62%	61%	60%	60%	65%
NET: C2DE	1005	311	192	119	274	155	125	82	43	149	73	76	35	84	162	119	37
	40%	41%	42%	39%	42%	45%	42%	42%	40%	42%	47%	38%	38%	39%	40%	40%	35%
NET: C1	788	242	140	102	209	107	105	67	38	104	40	64	36	66	138	100	33
	31%	32%	31%	33%	32%	31%	35%	35%	35%	29%	26%	32%	39%	30%	34%	33%	31%

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

QA5 Social grade

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
A	89	34	23	11	29	17	12
	4%	5%	5%	5%	4%	5%	3%
B	647	217	158	59	141	67	74
	26%	31% cdef	34% cdef	25%	20%	20%	21%
C1	788	204	135	69	207	100	107
	31%	29%	29%	30%	30%	29%	30%
C2	443	120	75	45	129	60	69
	18%	17%	16%	19%	18%	18%	19%
D	218	45	29	16	69	30	40
	9%	6%	6%	7%	10% a	9%	11% ab
E	344	79	46	33	123	68	55
	14%	11%	10%	14%	18% ab	20% ab	15% ab
NET: AB	736	251	181	70	170	85	86
	29%	36% cdef	39% cdef	30%	24%	25%	24%
NET: DE	562	124	75	49	192	98	94
	22%	18%	16%	21%	28% ab	29% ab	27% ab
NET: ABC1	1524	455	316	139	377	185	192
	60%	65% cdef	68% cdef	60%	54%	54%	54%
NET: C2DE	1005	244	150	94	321	158	163
	40%	35%	32%	40% ab	46% ab	46% ab	46% ab
NET: C1	788	204	135	69	207	100	107
	31%	29%	29%	30%	30%	29%	30%

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

QA6A Whereabouts in the UK do you live?

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Total Triple & SAPT TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT TV (n)	Triple CPS & SAPT TV CPS (o)	SAPT TV CPS (p)
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
North East England	144 6%	66 6%	45 7%	21 5%	54 6%	33 6%	23 5%	15 5%	8 5%	31 6%	18 8%	13 4%	7 5%	14 5%	35 6%	27 6%	12 8%
North West England	335 13%	159 14%	108 16% ch	51 11%	133 14%	82 16% ch	67 15%	53 18% chl	14 9%	66 13%	29 13%	37 12%	13 9%	38 12%	93 15%	79 17%	26 16%
Yorkshire and the Humber	221 9%	92 8%	54 8%	38 8%	80 8%	42 8%	41 9%	25 8%	16 10%	39 8%	17 8%	22 7%	12 8%	26 8%	53 9%	37 8%	12 8%
East Midlands	189 7%	94 8%	59 9%	35 8%	83 9%	48 9%	38 8%	27 9%	11 7%	45 9%	21 9%	24 8%	10 7%	25 8%	49 8%	38 8%	11 7%
West Midlands	228 9%	113 10%	77 11%	36 8%	95 10%	59 11%	44 10%	30 10%	14 9%	51 10%	29 13% chl	22 7%	7 5%	29 9%	62 10%	48 10%	18 11%
East England	182 7%	77 7%	43 6%	34 8%	67 7%	33 6%	34 7%	22 7%	12 8%	33 6%	11 5%	22 7%	13 9%	21 7%	44 7%	32 7%	10 6%
London	218 9%	103 9%	67 10%	36 8%	82 8%	46 9%	34 7%	23 8%	11 7%	48 9%	23 10%	25 8%	12 8%	24 8%	55 9%	44 10%	21 13%
South East England	366 14%	166 15%	92 14%	74 16%	149 15%	75 14%	65 14%	42 14%	23 15%	84 16%	33 15%	51 17%	30 21%	44 14%	82 13%	59 13%	17 11%
South West England	228 9%	87 8%	53 8%	34 8%	74 8%	40 8%	32 7%	22 7%	10 6%	42 8%	18 8%	24 8%	11 8%	23 7%	45 7%	35 8%	13 8%
Wales	125 5%	54 5%	28 4%	26 6%	46 5%	20 4%	18 4%	12 4%	6 4%	28 5%	8 4%	20 7%	9 6%	17 6%	26 4%	20 4%	8 5%
Scotland	240 10%	92 8%	39 6%	53 12% abdegi	86 9% b	33 6%	45 10% be	19 6%	26 17% abdefgijk	41 8%	14 6%	27 9%	15 10%	38 12%	51 8%	25 5%	6 4%
Northern Ireland	52 2%	29 3%	16 2%	13 3%	25 3%	12 2%	13 3%	10 3%	3 2%	12 2%	2 1%	10 3%	4 3%	9 3%	17 3%	14 3%	4 3%
Don't know	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: North	700 28%	317 28%	207 30% ce	110 24%	267 27%	157 30% ce	131 29%	93 31% ce	38 25%	136 26%	64 29%	72 24%	32 22%	78 25%	181 30%	143 31%	50 32%
NET: Midlands	599 24%	284 25%	179 26%	105 23%	245 25%	140 27%	116 26%	79 26%	37 24%	129 25%	61 27%	68 23%	30 21%	75 24%	155 25%	118 26%	39 25%
NET: South	812 32%	356 31%	212 31%	144 32%	305 31%	161 31%	131 29%	87 29%	44 29%	174 33%	74 33%	100 34%	53 37%	91 30%	182 30%	138 30%	51 32%
NET: England	2112 83%	957 85% ch	598 88% cdthk	359 80%	817 84% ch	458 88% ch	378 83%	259 86% chl	119 77%	439 84% h	199 89% cdthk	240 81%	115 80%	244 79%	518 85%	399 87%	140 89%
NET: Scotland, Wales and Northern Ireland	417 16%	175 15%	83 12%	92 20% abdegj	157 16% bj	65 12%	76 17% bj	41 14%	35 23% abdegj	81 16%	24 11%	57 19% bej	28 20%	64 21%	94 15%	59 13%	18 11%

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

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Table 20

QA6A Whereabouts in the UK do you live?

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
North East England	144 6%	52 7%	38 8% ac	14 5%	42 6%	28 8%	16 5%	11 6%	5 5%	26 7%	17 11% cdnk	9 4%	2 2%	12 6%	26 6%	21 7%	10 9%
North West England	335 13%	105 14%	69 15% h	36 12%	89 14%	53 15% h	40 13%	32 17% h	8 7%	49 14%	21 14%	28 14%	7 8%	29 13%	56 14%	48 16%	16 15%
Yorkshire and the Humber	221 9%	54 7%	31 7%	23 7%	46 7%	23 7%	21 7%	17 7%	8 7%	25 7%	10 6%	15 7%	9 10%	14 6%	29 7%	21 7%	8 7%
East Midlands	189 7%	61 8%	36 8%	25 8%	54 8%	29 8%	24 8%	16 8%	8 7%	30 8%	13 8%	17 8%	9 10%	16 7%	31 8%	23 8%	7 7%
West Midlands	228 9%	75 10%	47 10%	28 9%	59 9%	31 9%	30 10%	18 9%	12 11%	29 8%	13 8%	16 8%	7 8%	21 10%	46 11%	34 11%	16 15%
East England	182 7%	48 6%	29 6%	19 6%	43 7%	24 7%	22 7%	14 7%	8 7%	21 6%	10 6%	11 5%	5 5%	14 6%	27 7%	19 6%	5 5%
London	218 9%	73 10%	49 11%	24 8%	59 9%	35 10%	23 8%	16 8%	7 6%	36 10%	19 12%	17 8%	8 9%	16 7%	37 9%	30 10%	14 13%
South East England	366 14%	118 15%	67 15%	51 17%	106 16%	55 16%	47 16%	32 17%	15 14%	59 17%	23 15%	36 18%	19 21%	32 15%	59 14%	44 15%	12 11%
South West England	228 9%	63 8%	35 8%	28 9%	55 8%	27 8%	25 8%	15 8%	10 9%	30 8%	12 8%	18 9%	10 11%	18 8%	33 8%	23 8%	8 7%
Wales	125 5%	34 4%	18 4%	16 5%	28 4%	12 3%	10 3%	6 3%	4 4%	18 5%	6 4%	12 6%	6 7%	10 5%	16 4%	12 4%	6 6%
Scotland	240 10%	62 8%	25 6%	37 12% abdeij	60 9% b	23 7%	35 12% beij	15 8%	20 19% abdegijk	25 7%	8 5%	17 8%	9 10%	28 13%	37 9% p	17 6%	2 2%
Northern Ireland	52 2%	18 2%	10 2%	8 3%	15 2%	7 2%	8 3%	5 3%	3 3%	7 2%	2 1%	5 2%	1 1%	7 3%	11 3%	8 3%	3 3%
Don't know	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: North	700 28%	211 28%	138 30% ch	73 24%	177 27%	104 30% h	77 26%	56 29%	21 19%	100 28%	48 31% h	52 26%	18 20%	55 25%	111 27%	90 30%	34 32%
NET: Midlands	599 24%	184 24%	112 25%	72 23%	156 24%	84 24%	76 25%	48 25%	28 26%	80 23%	36 23%	44 22%	21 23%	51 24%	104 25%	76 25%	28 26%
NET: South	812 32%	254 33%	151 33%	103 33%	220 34%	117 34%	95 32%	63 33%	32 30%	125 35%	54 35%	71 35%	37 40%	66 30%	129 32%	97 32%	34 32%
NET: England	2112 83%	649 85% h	401 88% cfh	248 80%	553 84% h	305 88% cfh	248 82%	167 87% h	81 75%	305 86% h	138 90% cfh	167 83%	76 83%	172 79%	344 84%	263 88%	96 90%
NET: Scotland, Wales and Northern Ireland	417 16%	114 15%	53 12%	61 20% deij	103 16%	42 12%	53 16% beij	26 13%	27 25% abdegij	50 14%	16 10%	34 17%	16 17%	45 21%	64 16%	37 12%	11 10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
* small base

QA6A Whereabouts in the UK do you live?

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
North East England	144 6%	37 5%	21 5%	16 7%	41 6%	24 7%	17 5%
North West England	335 13%	89 13%	64 14%	25 11%	87 12%	52 15%	35 10%
Yorkshire and the Humber	221 9%	57 8%	37 8%	20 9%	72 10%	40 12%	32 9%
East Midlands	189 7%	52 7%	37 8%	15 6%	43 6%	17 5%	26 7%
West Midlands	228 9%	61 9%	45 10%	16 7%	54 8%	21 6%	33 9%
East England	182 7%	67 10% ^d	43 9% ^d	24 10% ^d	38 6%	18 5%	20 6%
London	218 9%	51 7%	37 8%	14 6%	64 9%	28 8%	35 10%
South East England	366 14%	98 14%	53 11%	45 19% ^{ab}	102 15%	58 17%	45 13%
South West England	228 9%	65 9%	41 9%	24 10%	76 11%	30 9%	46 13%
Wales	125 5%	40 6%	26 6%	14 6%	31 4%	13 4%	18 5%
Scotland	240 10%	68 10%	48 10%	20 9%	80 12%	37 11%	44 12%
Northern Ireland	52 2%	14 2% ^c	14 3% ^c	-	9 1%	4 1%	4 1%
Don't know	*	-	-	-	*	*	-
Refused	-	-	-	-	-	-	-
NET: North	700 28%	183 26%	122 26%	61 26%	200 29%	116 34% ^{def}	84 24%
NET: Midlands	599 24%	180 26% ^{de}	125 27% ^{de}	55 24%	135 19%	56 16%	79 22%
NET: South	812 32%	214 31%	131 28%	83 36% ^{ab}	242 35% ^{ab}	116 34%	126 36%
NET: England	2112 83%	577 83%	378 81%	199 85%	578 83%	288 84%	289 81%
NET: Scotland, Wales and Northern Ireland	417 16%	122 17%	88 19%	34 15%	120 17%	54 16%	66 19%

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

QA6B And is your home...?

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Owned	1628	710	430	280	593	313	261	174	87	332	139	193	96	184	378	291	117
	64%	63%	63%	62%	61%	60%	57%	58%	56%	64% l	62%	65% l	67%	60%	62%	64%	74% no
Rented	882	415	247	168	374	206	190	124	66	184	82	102	46	122	231	165	41
	35%	37%	36%	37%	38%	39%	42% lk	41%	43%	35%	37%	34%	32%	40%	38% p	36% p	26%
Other (please type in)	18	6	3	3	6	3	2	1	1	4	2	2	1	2	2	1	-
	1%	1%	*	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	*	*	-
Don't know	1	1	1	-	1	1	1	1	-	-	-	-	-	-	1	1	-
	*	*	*	-	*	*	*	*	-	-	-	-	-	-	*	*	-

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

QA6B And is your home...?

Base : All

	Total	LAST 12 MONTH SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Owned	1628	457	278	179	379	200	162	105	57	217	95	122	58	121	240	183	78
	64%	60%	61% f	58%	58%	58%	54%	54%	53%	61%	62%	61%	63%	56%	59%	61%	73% no
Rented	882	299	172	127	270	143	136	86	50	134	57	77	33	94	165	115	29
	35%	39%	38%	41%	41%	41%	45% b	45%	46%	38%	37%	38%	36%	43%	40% p	38% p	27%
Other (please type in)	18	6	3	3	6	3	2	1	1	4	2	2	1	2	2	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	-
Don't know	1	1	1	-	1	1	1	1	-	-	-	-	-	-	1	1	-
	*	*	*	-	*	*	*	1%	-	-	-	-	-	-	*	*	-

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

QA6B And is your home...?

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
Owned	1628	501	344	157	417	188	229
	64%	72% ^{def}	74% ^{def}	57% ^{de}	60%	55%	64%
Rented	882	196	122	74	271	149	122
	35%	28%	26%	32%	39% ^{ab}	43% ^{abc}	34% ^b
Other (please type in)	18	2	-	2	10	6	4
	1%	*	-	1% ^b	1% ^b	2% ^b	1% ^b
Don't know	1	-	-	-	-	-	-
	*	-	-	-	-	-	-

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

QA6C Are there any children under 16 in your household?

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Yes	742	397	254	143	330	187	177	120	57	153	67	86	45	98	244	187	67
	29%	35% ik	37% ijk	32%	34%	36% ik	39% cijk	40% cijk	37%	29%	30%	29%	31%	32%	40%	41%	42%
No	1780	733	425	308	643	335	276	179	97	367	156	211	98	210	366	269	90
	70%	65%	62%	68% ubfg	66% g	64%	61%	60%	63%	71% abefg	70% bfg	71% abefg	69%	68%	60%	59%	57%
Prefer not to say	6	2	2	-	1	1	1	1	-	-	-	-	-	-	2	2	1
	*	*	*	-	*	*	*	*	-	-	-	-	-	-	*	*	1%

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

QA6C Are there any children under 16 in your household?

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	742	279	172	107	231	124	124	80	44	107	44	63	33	74	172	128	48
	29%	37% ^d	38% ^{dj}	35%	35%	36%	41% ^{ijk}	41% ^{djk}	41% ^{dj}	30%	29%	31%	36%	34%	42%	43%	45%
No	1780	482	280	202	424	222	176	112	64	248	110	138	59	143	234	170	58
	70%	63%	62%	65%	65%	64%	58%	58%	59%	70% ^{abigh}	71% ^{bigh}	69% ^{fg}	64%	66%	57%	57%	54%
Prefer not to say	6	2	2	-	1	1	1	1	-	-	-	-	-	-	2	2	1
	*	*	*	-	*	*	*	1%	-	-	-	-	-	-	*	1%	1%

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

QA6C Are there any children under 16 in your household?

Base : All

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	359
Weighted Base	2529	699	466	233	698	356
Yes	742 29%	175 25%	114 24%	61 26%	170 24%	87 25%
No	1780 70%	523 75%	351 75%	172 74%	524 75%	265 75%
Prefer not to say	6 *	1 *	1 *	-	3 *	3 1%

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

**QA7 Agreement with statements about technology services -
I try to keep up with technology**

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Agree strongly	880 35%	420 37%	256 38%	164 36%	351 36%	187 36%	173 38%	106 35%	67 44% kl	178 34%	81 36%	97 33%	50 35%	114 37%	242 40%	175 38%	69 44%
Agree slightly	1062 42%	482 43%	274 40%	208 46% kl	419 43%	211 40%	195 43%	127 42%	68 44%	224 43%	84 38%	140 47% kl	71 50%	137 44%	258 42%	190 41%	63 40%
Neither agree nor disagree	279 11%	136 12%	86 13%	50 11%	117 12%	67 13%	53 12%	39 13%	14 9%	64 12%	28 13%	36 12%	11 8%	39 13%	72 12%	58 13%	19 12%
Disagree slightly	203 8%	72 6%	51 7% h	21 5%	66 7% h	45 9% ch	25 6%	21 7%	4 3%	41 8% ch	24 11% acdfhk	17 6%	10 7%	11 4%	31 5%	27 6%	6 4%
Disagree strongly	105 4%	22 2%	14 2%	8 2%	21 2%	13 2%	8 2%	7 2%	1 1%	13 3%	6 3%	7 2%	1 1%	7 2%	9 1%	8 2%	1 1%
NET: AGREE	1942 77%	902 80%	530 78%	372 82% acel	770 79%	398 76%	368 81% kl	233 78%	135 88% abdegi kl	402 77%	165 74%	237 80%	121 85%	251 81%	500 82%	365 80%	132 84%
NET: DISAGREE	308 12%	94 8% h	65 10% h	29 6%	87 9% h	58 11% ch	33 7%	28 9% h	5 3%	54 10% ch	30 13% acdfhk	24 8% h	11 8%	18 6%	40 7%	35 8%	7 4%

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

**QA7 Agreement with statements about technology services -
I try to keep up with technology**

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Agree strongly	880 35%	284 37%	170 37%	114 37%	237 36%	123 35%	115 38%	66 34%	49 45% ik	122 34%	57 37%	65 32%	33 36%	81 37%	162 40%	113 38%	47 44%
Agree slightly	1062 42%	321 42%	185 41%	136 44%	274 42%	138 40%	129 43%	83 43%	46 43%	145 41%	55 36%	90 45%	42 46%	94 43%	176 43%	130 43%	47 44%
Neither agree nor disagree	279 11%	96 13%	59 13%	37 12%	85 13%	48 14%	37 12%	28 15%	9 8%	48 14%	20 13%	28 14%	9 10%	28 13%	48 12%	39 13%	11 10%
Disagree slightly	203 8%	49 6%	33 7%	16 5%	47 7%	31 9%	17 6%	13 7%	4 4%	30 8%	18 12% acfh	12 6%	7 8%	9 4%	19 5%	15 5%	2 2%
Disagree strongly	105 4%	13 2%	7 2%	6 2%	13 2%	7 2%	3 1%	3 2%	- -	10 3%	4 3%	6 3%	1 1%	5 2%	3 1%	3 1%	- -
NET: AGREE	1942 77%	605 79%	355 78%	250 81% j	511 78%	261 75%	244 81% j	149 77%	95 88% abdegiik	267 75%	112 73%	155 77%	75 82%	175 81%	338 83%	243 81%	94 88%
NET: DISAGREE	308 12%	62 8%	40 9%	22 7%	60 9%	38 11% h	20 7%	16 8%	4 4%	40 11% fh	22 14% acfh	18 9%	8 9%	14 6%	22 5%	18 6%	2 2%

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

**QA7 Agreement with statements about technology services -
I try to keep up with technology**

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
Agree strongly	880	251	173	78	209	115	95
	35%	36% ^{df}	37% ^{df}	33%	30%	33%	27%
Agree slightly	1062	308	198	110	272	134	139
	42%	44%	42%	47% ^{df}	39%	39%	39%
Neither agree nor disagree	279	87	56	31	56	28	28
	11%	12% ^{df}	12%	13% ^{df}	8%	8%	8%
Disagree slightly	203	40	30	10	91	35	56
	8%	6%	6%	4%	13% ^{abc}	10% ^{ac}	16% ^{abc}
Disagree strongly	105	13	9	4	70	31	39
	4%	2%	2%	2%	10% ^{abc}	9% ^{abc}	11% ^{abc}
NET: AGREE	1942	559	371	188	481	248	233
	77%	80% ^{def}	80% ^{df}	81% ^{df}	69%	72%	66%
NET: DISAGREE	308	53	39	14	161	66	94
	12%	8%	8%	6%	23% ^{abc}	19% ^{abc}	27% ^{abc}

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

QA7 Agreement with statements about technology services -
My friends tend to come to me if they have questions about technology

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Agree strongly	390 15%	170 15%	104 15%	66 15%	138 14%	72 14%	72 16%	40 13%	32 21% ^{degiik}	66 13%	32 14%	34 11%	15 10%	51 17%	104 17%	72 16%	32 20%
Agree slightly	670 27%	333 29%	193 28%	140 31%	286 29%	146 28%	141 31%	91 30%	50 32%	145 28%	55 25%	90 30%	43 30%	97 31%	188 31%	138 30%	47 30%
Neither agree nor disagree	517 20%	282 25%	167 25%	115 25%	237 24%	122 23%	109 24%	74 25%	35 23%	128 25%	48 22%	80 27%	36 25%	79 26%	154 25%	119 26%	45 28%
Disagree slightly	465 18%	189 17%	115 17%	74 16%	171 18%	97 19%	68 15%	46 15%	22 14%	103 20% ^l	51 23% ^{abefgh}	52 18%	29 20%	45 15%	86 14%	64 14%	18 11%
Disagree strongly	487 19%	158 14%	102 15%	56 12%	142 15%	86 16% ^h	64 14%	49 16%	15 10%	78 15%	37 17%	41 14%	20 14%	36 12%	80 13%	65 14%	16 10%
NET: AGREE	1061 42%	503 44%	297 44%	206 46%	424 44%	218 42% ^l	213 47% ^l	131 44%	82 53% ^{abdeijk}	211 41%	87 39%	124 42%	58 41%	148 48%	292 48%	210 46%	79 50%
NET: DISAGREE	951 38%	347 31%	217 32%	130 29%	313 32% ^h	183 35% ^{efh}	132 29%	95 32%	37 24%	181 35% ^{ch}	88 39% ^{abcdff}	93 31%	49 34%	81 26%	166 27%	129 28%	34 22%

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

QA7 Agreement with statements about technology services -
My friends tend to come to me if they have questions about technology

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Agree strongly	390 15%	119 16%	70 15%	49 16%	95 14%	46 13%	48 16%	24 12%	24 22% ^{degl}	47 13%	22 14%	25 12%	11 12%	38 18%	72 18%	48 16%	24 22%
Agree slightly	670 27%	213 28%	124 27%	89 29%	184 28%	95 27%	88 29%	57 30%	31 29%	96 27%	38 25%	58 29%	23 25%	66 30%	117 29%	86 29%	29 27%
Neither agree nor disagree	517 20%	196 26%	119 26%	77 25%	165 25%	88 25%	78 26%	52 27%	26 24%	87 25%	36 23%	51 25%	26 28%	51 24%	109 27%	83 28%	31 29%
Disagree slightly	465 18%	128 17%	75 17%	53 17%	113 17%	60 17%	44 15%	27 14%	17 16%	69 19%	33 21%	36 18%	18 20%	35 16%	59 14%	42 14%	15 14%
Disagree strongly	487 19%	107 14%	66 15%	41 13%	99 15%	58 17%	43 14%	33 17%	10 9%	56 16%	25 16%	31 15%	14 15%	27 12%	51 13%	41 14%	8 7%
NET: AGREE	1061 42%	332 44%	194 43%	138 45%	279 43%	141 41%	136 45%	81 42%	55 51%	143 40%	60 39%	83 41%	34 37%	104 48%	189 46%	134 45%	53 50%
NET: DISAGREE	951 38%	235 31%	141 31%	94 30%	212 32%	118 34%	87 29%	60 31%	27 25%	125 35% ^{dh}	58 38% ^{dh}	67 33%	32 35%	62 29%	110 27%	83 28%	23 21%

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

**QA7 Agreement with statements about technology services -
My friends tend to come to me if they have questions about technology**

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
Agree strongly	390 15%	116 17%	79 17% f	37 16%	104 15%	65 19% f	39 11%
Agree slightly	670 27%	198 28% def	134 29% df	64 27% df	139 20%	76 22%	63 18%
Neither agree nor disagree	517 20%	172 25% def	125 27% def	47 20% def	63 9%	26 8%	37 10%
Disagree slightly	465 18%	122 17%	72 15%	50 21% b	154 22% b	66 19%	88 25% ab
Disagree strongly	487 19%	91 13%	56 12%	35 15%	238 34% abc	110 32% abc	128 36% abc
NET: AGREE	1061 42%	314 45% df	213 46% df	101 43% df	244 35%	141 41% f	103 29%
NET: DISAGREE	951 38%	213 30%	128 27%	85 36% b	391 56% abc	176 51% abc	216 61% abc

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

QA7 Agreement with statements about technology services -
I'm as knowledgeable about these technologies as the next person

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Agree strongly	535	240	142	98	200	102	98	55	43	102	47	55	27	71	138	95	40
	21%	21%	21%	22%	21%	20%	22%	18%	28% ^{deplik}	20%	21%	19%	19%	23%	23%	21%	25%
Agree slightly	952	447	260	187	385	198	189	126	63	196	72	124	60	127	251	188	62
	38%	39% ^q	38%	41% ^j	40% ^j	38%	42% ^q	42% ^q	41%	38%	32%	42% ^q	42%	41%	41%	41%	39%
Neither agree nor disagree	530	259	157	102	227	125	96	66	30	131	59	72	28	74	128	98	32
	21%	23%	23%	23%	23%	24%	21%	22%	19%	25%	26%	24%	20%	24%	21%	21%	20%
Disagree slightly	330	127	86	41	109	68	50	37	13	59	31	28	16	25	68	55	18
	13%	11%	13%	9%	11%	13%	11%	12%	8%	11%	14%	9%	11%	8%	11%	12%	11%
Disagree strongly	182	59	36	23	53	30	21	16	5	32	14	18	12	11	27	22	6
	7%	5%	5%	5%	5%	6%	5%	5%	3%	6%	6%	6%	8% ^{lm}	4%	4%	5%	4%
NET: AGREE	1488	687	402	285	585	300	287	181	106	298	119	179	87	198	389	283	102
	59%	61% ^j	59%	63% ^j	60%	57%	63% ^j	60%	69% ^{bdslj}	57%	53%	60%	61%	64%	64%	62%	65%
NET: DISAGREE	512	186	122	64	162	98	71	53	18	91	45	46	28	36	95	77	24
	20%	16%	18%	14%	17%	19% ^h	16%	18%	12%	18%	20% ^{ch}	15%	20% ^{lm}	12%	16%	17%	15%

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

QA7 Agreement with statements about technology services -
I'm as knowledgeable about these technologies as the next person

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Agree strongly	535 21%	159 21%	89 20%	70 23%	131 20%	61 18%	63 21%	30 16%	33 31% cabdefgijk	68 19%	31 20%	37 18%	18 20%	52 24%	91 22%	58 19%	28 26%
Agree slightly	952 38%	299 39%	176 39%	123 40%	252 38%	129 37%	122 41%	79 41%	43 40%	130 37%	50 32%	80 40%	34 37%	89 41%	169 41%	126 42%	47 44%
Neither agree nor disagree	530 21%	183 24%	113 25% h	70 23%	163 25% h	93 27% h	63 21%	46 24%	17 16%	100 28% fh	47 31% fh	53 26% h	21 23%	49 23%	83 20%	66 22%	20 19%
Disagree slightly	330 13%	85 11%	53 12%	32 10%	76 12%	44 13%	40 13%	29 15%	11 10%	36 10%	15 10%	21 10%	13 14%	19 9%	49 12%	38 13%	9 8%
Disagree strongly	182 7%	37 5%	23 5%	14 5%	34 5%	20 6%	13 4%	9 5%	4 4%	21 6%	11 7%	10 5%	6 7%	8 4%	16 4%	12 4%	3 3%
NET: AGREE	1488 59%	458 60%	265 58%	193 62% cei	383 58%	190 55%	185 61%	109 56%	76 70% cabdefgijk	198 56%	81 53%	117 58%	52 57%	141 65%	260 64%	184 61%	75 70%
NET: DISAGREE	512 20%	122 16%	76 17%	46 15%	110 17%	64 18%	53 18%	38 20%	15 14%	57 16%	26 17%	31 15%	19 21%	27 12%	65 16%	50 17%	12 11%

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

QA7 Agreement with statements about technology services -
I'm as knowledgeable about these technologies as the next person

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
Agree strongly	535 21%	142 20%	99 21%	43 18%	153 22%	79 23%	74 21%
Agree slightly	952 38%	261 37%	174 37%	87 37%	244 35%	134 39%	110 31%
Neither agree nor disagree	530 21%	173 25%def	116 25%def	57 24%def	98 14%	45 13%	53 15%
Disagree slightly	330 13%	84 12%	54 12%	30 13%	119 17%ab	45 13%	73 21%abc
Disagree strongly	182 7%	39 6%	23 5%	16 7%	84 12%abc	39 11%ab	45 13%ab
NET: AGREE	1488 59%	403 58%	273 59%	130 56%	398 57%	213 62% ^f	185 52%
NET: DISAGREE	512 20%	123 18%	77 17%	46 20%	203 29%abc	85 25%ab	118 33%abc

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

QA7 Agreement with statements about technology services - SUMMARY - NET: AGREE

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual		Triple/ Dual		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
I try to keep up with technology	1942 77%	902 80%	530 78%	372 62% ^{leij}	770 79%	398 76%	368 81% ^{leij}	233 78%	135 68% ^{abdegijk}	402 77%	165 74%	237 80%	121 85%	251 81%	500 82%	365 80%	132 84%
My friends tend to come to me if they have questions about technology	1061 42%	503 44%	297 44%	206 46%	424 44%	218 42%	213 47% ^{ld}	131 44%	82 53% ^{abdeijk}	211 41%	87 39%	124 42%	58 41%	148 48%	292 48%	210 46%	79 50%
I'm as knowledgeable about these technologies as the next person	1488 59%	687 61% ^{ld}	402 59%	285 63% ^{ld}	585 60%	300 57%	287 63% ^{ld}	181 60%	106 69% ^{bdelj}	298 57%	119 53%	179 60%	87 61%	198 64%	389 64%	283 62%	102 65%

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

QA7 Agreement with statements about technology services - SUMMARY - NET: AGREE

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups															
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
I try to keep up with technology	1942 77%	605 79%	355 78%	250 81%	511 78%	261 75%	244 81%	149 77%	95 88% <i>abdegijk</i>	267 75%	112 73%	155 77%	75 82%	175 81%	338 83%	243 81%	94 88%
My friends tend to come to me if they have questions about technology	1061 42%	332 44%	194 43%	138 45%	279 43%	141 41%	136 45%	81 42%	55 51%	143 40%	60 39%	83 41%	34 37%	104 48%	189 46%	134 45%	53 50%
I'm as knowledgeable about these technologies as the next person	1488 59%	458 60%	265 58%	193 62% <i>aej</i>	383 58%	190 55%	185 61%	109 56%	76 70% <i>abdegijk</i>	198 56%	81 53%	117 58%	52 57%	141 65%	260 64%	184 61%	75 70%

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

QA7 Agreement with statements about technology services - SUMMARY - NET: AGREE

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
I try to keep up with technology	1942	559	371	188	481	248	233
	77%	80% d	80% d	81% d	69%	72%	66%
My friends tend to come to me if they have questions about technology	1061	314	213	101	244	141	103
	42%	45% d	46% d	43% d	35%	41% d	29%
I'm as knowledgeable about these technologies as the next person	1488	403	273	130	398	213	185
	59%	58%	59%	56%	57%	62% d	52%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/f

QB1 Which of the following services do you/your household have?

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
A landline or fixed line phone service which can be used for making and receiving calls (whether used or not)	2462 97%	1112 98%	661 97%	451 100%ab	974 100%ab	523 100%ab	454 100%ab	300 100%ab	154 100%b	520 100%ab	223 100%ab	297 100%ab	143 100%	308 100%	612 97%cp	458 96%dp	158 87%
A fixed broadband service through a phone line or cable service into the home	2448 97%	1110 98%	659 97%	451 100%ab	974 100%ab	523 100%ab	454 100%ab	300 100%ab	154 100%b	520 100%ab	223 100%ab	297 100%ab	143 100%	308 100%	590 96%cp	436 95%dp	136 86%
A Pay TV service via cable TV, satellite TV or a broadband connection which you pay for	1845 73%	841 74%cdijk	535 79%acdeijk	306 68%ujk	683 70%ijk	377 72%ijk	454 100%abcdeijk	300 100%abcdeijk	154 100%abcdeijk	229 44%j	77 35%	152 51%kl	100 70%	206 67%	612 100%	458 100%	158 100%
Other paid TV or video services (such as Netflix, Amazon Prime Instant Video, Now TV etc.)	762 30%	390 34%cdik	258 38%cdik	132 29%	325 33%kl	193 37%cdik	178 39%cdik	122 41%acdijk	56 36%k	147 28%	71 32%	76 26%	45 31%	87 28%	243 40%	187 41%	65 41%
A mobile phone service/ SIM which is part of a package with your fixed line, broadband or Pay TV service	566 22%	284 25%cdik	196 29%cdik	88 20%	230 24%k	142 27%cdik	127 28%cdik	91 30%cdik	36 23%	103 20%	51 23%	52 18%	27 19%	61 20%	181 30%	145 32%	54 34%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QB1 Which of the following services do you/your household have?

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
A landline or fixed line phone service which can be used for making and receiving calls (whether used or not)	2462 97%	748 98%	439 97%	309 100%ab	656 100%ab	347 100%ab	301 100%ab	193 100%b	108 100%	355 100%ab	154 100%b	201 100%ab	92 100%	217 100%	393 96%cp	285 95%p	92 86%
A fixed broadband service through a phone line or cable service into the home	2448 97%	747 98%	438 96%	309 100%ab	656 100%ab	347 100%ab	301 100%ab	193 100%ab	108 100%b	355 100%ab	154 100%b	201 100%ab	92 100%	217 100%	392 96%cp	284 95%p	91 85%
A Pay TV service via cable TV, satellite TV or a broadband connection which you pay for	1845 73%	560 73%ijk	351 77%cdeljk	209 68%ijk	453 69%ijk	244 70%ijk	301 100%abcdeijk	193 100%abcdeijk	108 100%abcdeijk	152 43%j	51 33%	101 50%j	64 70%	145 67%	408 100%	300 100%	107 100%
Other paid TV or video services (such as Netflix, Amazon Prime Instant Video, Now TV etc.)	762 30%	260 34%clik	174 38%cdijk	86 28%	213 32%ik	127 37%clik	119 40%cdijk	83 43%acdijk	36 33%	94 26%	44 29%	50 25%	31 34%	55 25%	166 41%	130 43%	47 44%
A mobile phone service/ SIM which is part of a package with your fixed line, broadband or Pay TV service	566 22%	188 25%k	128 28%clik	60 19%	151 23%	91 26%clik	81 27%clik	56 29%clik	25 23%	70 20%	35 23%	35 17%	20 22%	40 18%	118 29%	93 31%	37 35%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
 * small base

QB1 Which of the following services do you/your household have?

Base : All

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339
Weighted Base	2529	699	466	233	698	342
A landline or fixed line phone service which can be used for making and receiving calls (whether used or not)	2462 97%	683 98% ^{de}	453 97%	230 99% ^{de}	667 96%	322 94%
A fixed broadband service through a phone line or cable service into the home	2448 97%	678 97% ^{de}	449 96%	229 98% ^{de}	660 95%	319 93%
A Pay TV service via cable TV, satellite TV or a broadband connection which you pay for	1845 73%	500 72%	340 73%	160 69%	504 72%	250 73%
Other paid TV or video services (such as Netflix, Amazon Prime Instant Video, Now TV etc.)	762 30%	194 28%	132 28%	62 27%	178 25%	97 28%
A mobile phone service/ SIM which is part of a package with your fixed line, broadband or Pay TV service	566 22%	156 22%	112 24% ^{df}	44 19%	126 18%	68 20%
None of these	-	-	-	-	-	-

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

QB1A Does your household pay line rental in order to receive the fixed broadband service?

Base : All with fixed broadband service but no landline at QB1

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups															
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	83	35	23	12	32	20	6	4	2	26	16	10	3	9	9	7	3
Weighted Base	85*	35*	23**	12**	32*	20**	6**	4**	2**	26**	16**	10**	3**	9**	9**	7**	3**
Yes	76	35	23	12	32	20	6	4	2	26	16	10	3	9	9	7	3
	89%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QB1A Does your household pay line rental in order to receive the fixed broadband service?

Base : All with fixed broadband service but no landline at QB1

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	83	23	15	8	23	15	5	3	2	18	12	6	3	5	5	3	-
Weighted Base	85*	23**	15**	8**	23**	15**	5**	3**	2**	18**	12**	6**	3**	5**	5**	3**	-**
Yes	76	23	15	8	23	15	5	3	2	18	12	6	3	5	5	3	-
	89%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
No	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QB1A Does your household pay line rental in order to receive the fixed broadband service?

Base : All with fixed broadband service but no landline at QB1

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	83	25	16	9	23	14	9
Weighted Base	85*	25**	16**	9**	25**	16**	9**
Yes	76 89%	21 84%	14 88%	7 78%	20 79%	13 84%	6 71%
No	7 9%	4 16%	2 13%	2 22%	3 13%	2 16%	1 10%
Don't know	2 2%	-	-	-	2 7%	-	2 20%

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

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Table 46

QB2_1 Which provider do you use for fixed landline/line rental?

Base : All with this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2470	1112	661	451	974	523	454	300	154	520	223	297	143	308	592	438	138
Weighted Base	2462	1112	661	451	974	523	454	300	154	520	223	297	143	308	592	438	138
Sky	630	331	133	198	319	121	193	87	106	126	34	92	63	135	205	99	12
26%		30%beij	20%	44%abdegijk	33%beij	23%j	43%abdegijk	29%bj	69%abcdegijk	24%j	15%	31%beij	44%	44%	35%op	23%ap	9%
BT	627	212	123	89	177	88	68	51	17	109	37	72	28	61	103	86	35
25%		19%h	19%h	20%h	18%h	17%	15%	17%	11%	21%fh	17%	24%abdefghj	20%	20%	17%	20%	25%n
Virgin Media	587	258	258	-	210	210	110	110	-	100	100	-	-	-	158	158	48
24%		23%chk	39%acdfhik	-	22%chk	40%acdfhik	24%chk	37%acdfhik	-	19%chk	45%acdfhik	-	-	-	27%	36%n	35%
TalkTalk	352	175	97	78	144	66	69	46	23	75	20	55	27	51	100	77	31
14%		16%j	15%j	17%ej	15%j	13%	15%j	15%j	15%	14%j	9%	19%ej	19%	17%	17%	18%	22%
Plus Net	104	46	14	32	41	9	2	1	1	39	8	31	9	23	7	6	5
4%		4%befgh	2%fg	7%abdefgh	4%befgh	2%	*	*	1%	6%abdefghj	4%fg	10%abdefghj	6%	7%	1%	1%	4%n
EE (Everything Everywhere previously Orange)	88	58	23	35	52	17	11	5	6	41	12	29	12	23	17	11	6
4%		5%fg	3%	8%bfg	5%fg	3%	2%	2%	4%	8%abefg	5%fg	10%abdefgh	8%	7%	3%	3%	4%
Other	72	32	13	19	31	12	1	-	1	30	12	18	4	15	2	1	1
3%		3%fg	2%fg	4%bfgh	3%fg	2%fg	*	-	1%	6%abdefgh	5%befgh	6%abdefgh	3%	5%	*	*	1%
Don't know/don't recall	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
*		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: OPENREACH	1244	523	270	253	445	192	151	103	48	294	89	205	80	173	229	181	78
51%		47%befgh	41%fh	56%abdefghj	46%efgh	37%	33%	34%	31%	57%abdefghj	40%	69%abcdegfghij	56%	56%	39%	41%	57%no

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

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Table 47

QB2_1 Which provider do you use for fixed landline/line rental?

Base : All with this service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2470	748	439	309	656	347	301	193	108	355	154	201	92	217	393	285	92
Weighted Base	2462	748	439	309	656	347	301	193	108	355	154	201	92*	217	393	285	92*
Sky	630	215	85	130	207	77	128	53	75	79	24	55	39	91	136	61	8
	26%	29%beij	19%	42%abdegijk	32%beij	22%	43%abdegijk	27%bj	68%abcdegijk	22%	16%	27%bj	42%	42%	35%op	21%ap	9%
BT	627	155	86	69	131	62	47	34	13	84	28	56	20	49	71	58	24
	25%	21%h	20%	22%fh	20%	18%	16%	18%	12%	24%fh	18%	28%abdefghj	22%	23%	18%	20%	26%
Virgin Media	587	169	169	-	139	139	70	70	-	69	69	-	-	-	100	100	30
	24%	23%chk	38%acdfhik	-	21%chk	40%acdfhik	23%chk	36%acdfhik	-	19%chk	45%acdfhik	-	-	-	25%	35%n	33%
TalkTalk	352	112	65	47	91	44	43	31	12	48	13	35	14	33	64	52	21
	14%	15%j	15%j	15%j	14%	13%	14%	16%j	11%	14%	8%	17%j	15%	15%	16%	18%	23%
Plus Net	104	30	8	22	26	4	1	-	1	25	4	21	5	17	5	4	4
	4%	4%befg	2%	7%abdefghj	4%befg	1%	*	-	1%	7%abdefghj	3%fg	10%abdefghj	5%	8%	1%	1%	4%en
EE (Everything Everywhere previously Orange)	88	41	17	24	36	12	11	5	6	25	7	18	10	14	16	10	5
	4%	5%	4%	8%befg	5%	3%	4%	3%	6%	7%beg	5%	9%befg	11%	6%	4%	4%	5%
Other	72	26	9	17	26	9	1	-	1	25	9	16	4	13	1	-	-
	3%	3%fg	2%fg	6%bfgh	4%fg	3%fg	*	-	1%	7%abdefgh	6%bfgh	8%abdefgh	4%	6%	*	-	-
Don't know/don't recall	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: OPENREACH	1244	364	185	179	310	131	103	70	33	207	61	146	53	126	157	124	54
	51%	49%befghj	42%fh	58%abdefghj	47%efgh	38%	34%	36%	31%	58%abdefghj	40%	73%abcdefghij	58%	58%	40%	44%	59%no

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

QB2_1 Which provider do you use for fixed landline/line rental?

Base : All with this service

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2470	683	453	230	675	323	352
Weighted Base	2462	683	453	230	667	322	346
Sky	630 26%	161 24%	105 23%	56 24%	138 21%	70 22%	68 20%
BT	627 25%	206 30%	139 31%	67 29%	209 31%	97 30%	112 33%
Virgin Media	587 24%	158 23%	115 25%	43 19%	171 26%	81 25%	89 26%
TalkTalk	352 14%	93 14%	58 13%	35 15%	84 13%	44 14%	40 12%
Plus Net	104 4%	37 5%	24 5%	13 6%	21 3%	10 3%	11 3%
EE (Everything Everywhere previously Orange)	88 4%	15 2%	8 2%	7 3%	15 2%	10 3%	5 1%
Other	72 3%	13 2%	4 1%	9 4% ^{ab}	27 4% ^{ab}	7 2%	20 6% ^{ab}
Don't know/don't recall	2 *	- -	- -	- -	2 *	2 1%	- -
NET: OPENREACH	1244 51%	364 53%	233 51%	131 57%	357 53%	168 52%	189 55%

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

QB2_2 Which provider do you use for fixed broadband?

Base : All with this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2456	1110	659	451	974	523	454	300	154	520	223	297	143	308	590	436	136
Weighted Base	2448	1110	659	451	974	523	454	300	154	520	223	297	143	308	590	436	136
Sky	630	331	133	198	319	121	193	87	106	126	34	92	63	135	205	99	12
	26%	30%beij	20%	44%abdegijk	33%beij	23%j	43%abdegijk	29%bj	69%abcdegijk	24%j	15%	31%beij	44%	44%	35%op	23%ap	9%
Virgin Media	608	259	259	-	210	210	110	110	-	100	100	-	-	-	159	159	49
	25%	23%chk	39%acdfhik	-	22%chk	40%acdfhik	24%chk	37%acdfhik	-	19%chk	45%acdfhik	-	-	-	27%	36%en	36%en
BT	579	210	121	89	177	88	68	51	17	109	37	72	28	61	101	84	33
	24%	19%h	18%h	20%h	18%h	17%	15%	17%	11%	21%fh	17%	24%abdefghj	20%	20%	17%	19%	24%
TalkTalk	357	175	97	78	144	66	69	46	23	75	20	55	27	51	100	77	31
	15%	16%j	15%j	17%ej	15%j	13%	15%j	15%j	15%	14%j	9%	19%ej	19%	17%	17%	18%	23%
Plus Net	108	46	14	32	41	9	2	1	1	39	8	31	9	23	7	6	5
	4%	4%befgh	2%fg	7%abdefgh	4%befgh	2%	*	*	1%	6%abdefghj	4%fg	10%abdefghj	6%	7%	1%	1%	4%en
EE (Everything Everywhere previously Orange)	94	57	22	35	52	17	11	5	6	41	12	29	12	23	16	10	5
	4%	5%fg	3%	8%abefg	5%fg	3%	2%	2%	4%	8%abefg	5%fg	10%abdefgh	8%	7%	3%	2%	4%
Other	71	32	13	19	31	12	1	-	1	30	12	18	4	15	2	1	1
	3%	3%fg	2%fg	4%bfgh	3%fg	2%fg	*	-	1%	6%abdefgh	5%befgh	6%abdefgh	3%	5%	*	*	1%
Don't know/don't recall	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: OPENREACH	1209	520	267	253	445	192	151	103	48	294	89	205	80	173	226	178	75
	49%	47%befgh	41%fh	56%abdefghj	46%befgh	37%	33%	34%	31%	57%abdefghj	40%	69%abcdefghij	56%	56%	38%	41%	55%no

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

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Table 50

QB2_2 Which provider do you use for fixed broadband?

Base : All with this service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2456	747	438	309	656	347	301	193	108	355	154	201	92	217	392	284	91
Weighted Base	2448	747	438	309	656	347	301	193	108	355	154	201	92*	217	392	284	91*
Sky	630	215	85	130	207	77	128	53	75	79	24	55	39	91	136	61	8
	26%	29%beij	19%	42%abdegijk	32%beij	22%	43%abdegijk	27%bj	68%abcdegijk	22%	16%	27%bj	42%	42%	35%op	21%ap	9%
Virgin Media	608	170	170	-	139	139	70	70	-	69	69	-	-	-	101	101	31
	25%	23%chk	39%acdfhik	-	21%chk	40%acdfhik	23%chk	36%acdfhik	-	19%chk	45%acdfhik	-	-	-	26%	36%en	34%
BT	579	153	84	69	131	62	47	34	13	84	28	56	20	49	69	56	22
	24%	20%h	19%	22%fh	20%	18%	16%	18%	12%	24%fh	18%	28%abdefghj	22%	23%	18%	20%	24%
TalkTalk	357	112	65	47	91	44	43	31	12	48	13	35	14	33	64	52	21
	15%	15%j	15%j	15%j	14%	13%	14%	16%j	11%	14%	8%	17%j	15%	15%	16%	18%	23%
Plus Net	108	30	8	22	26	4	1	-	1	25	4	21	5	17	5	4	4
	4%	4%befg	2%	7%abdefghj	4%befg	1%	*	-	1%	7%abdefghj	3%fg	10%abdefghj	5%	8%	1%	1%	4%en
EE (Everything Everywhere previously Orange)	94	41	17	24	36	12	11	5	6	25	7	18	10	14	16	10	5
	4%	5%	4%	8%befg	5%	3%	4%	3%	6%	7%beg	5%	9%befg	11%	6%	4%	4%	5%
Other	71	26	9	17	26	9	1	-	1	25	9	16	4	13	1	-	-
	3%	3%fg	2%fg	6%bfigh	4%fg	3%fg	*	-	1%	7%abdefgh	6%bfigh	8%abdefgh	4%	6%	*	-	-
Don't know/don't recall	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: OPENREACH	1209	362	183	179	310	131	103	70	33	207	61	146	53	126	155	122	52
	49%	48%befghj	42%fh	58%abdefghj	47%efgh	38%	34%	36%	31%	58%abdefghj	40%	73%abcdefghij	58%	58%	40%	43%	57%no

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

QB2_2 Which provider do you use for fixed broadband?

Base : All with this service

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2456	678	449	229	668	318	350
Weighted Base	2448	678	449	229	660	319	341
Sky	630	161	104	57	138	70	68
	26%	24%	23%	25%	21%	22%	20%
Virgin Media	608	165	121	44	184	87	96
	25%	24%	27% ^{cd}	19%	28% ^{cd}	27%	28% ^{cd}
BT	579	187	127	60	182	89	93
	24%	28%	28%	26%	28%	28%	27%
TalkTalk	357	92	57	35	90	47	43
	15%	14%	13%	15%	14%	15%	13%
Plus Net	108	39	26	13	23	8	14
	4%	6%	6%	6%	3%	3%	4%
EE (Everything Everywhere previously Orange)	94	20	10	10	17	11	6
	4%	3%	2%	4%	3%	3%	2%
Other	71	14	4	10	25	5	19
	3%	2%	1%	4% ^{db}	4% ^{db}	2%	6% ^{ab}
Don't know/don't recall	2	-	-	-	2	-	2
	*	-	-	-	*	-	1%
NET: OPENREACH	1209	352	224	128	337	161	176
	49%	52%	50%	56%	51%	51%	51%

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

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QB2_3 Which provider do you use for pay TV service?

Base : All with this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1839	841	535	306	683	377	454	300	154	229	77	152	100	206	612	458	158
Weighted Base	1845	841	535	306	683	377	454	300	154	229	77*	152	100	206	612	458	158
Sky	1048	443	203	240	389	149	193	87	106	196	62	134	80	160	247	141	54
57%		53%befg	38%g	78%abdefgh	57%befg	40%g	43%g	29%	69%abdefg	86%abcdeh	61%abdefg	88%abcdeh	80%	78%	40%co	31%	34%
Virgin Media	439	162	161	1	117	116	110	110	7	6	1	1	1	-	155	155	45
24%		19%chijk	30%acdfhijk	*	17%chijk	31%acdfhijk	24%acdfhijk	37%acdfhijk	-	3%ch	8%chk	1%	1%	-	25%	34%on	28%
BT	166	110	85	25	80	55	68	51	17	12	4	8	7	18	98	81	30
9%		13%cljk	16%cdijk	8%	12%uk	15%cljk	15%cljk	17%cdijk	11%l	5%	5%	5%	7%	9%	16%	18%	19%
TalkTalk	154	98	69	29	76	47	69	46	23	7	1	6	9	20	91	68	22
8%		12%ujk	13%ujk	9%ijk	11%ujk	12%ujk	15%cdijk	15%cljk	15%ujk	3%	1%	4%	9%	10%	15%	15%	14%
EE (Everything Everywhere previously Orange)	20	15	8	7	12	5	11	5	6	1	-	1	1	6	14	8	3
1%		2%	1%	2%	2%	1%	2%	2%	4%l	*	-	1%	1%	3%	2%	2%	2%
Plus Net	4	4	3	1	3	2	2	1	1	1	1	-	1	-	3	2	1
*		*	1%	*	*	1%	*	*	1%	*	1%	-	1%	-	*	*	1%
Other	13	8	6	2	5	3	1	-	1	4	3	1	1	1	4	3	3
1%		1%	1%	1%	1%	1%	*	-	1%	2%fg	4%acdefg	1%	1%	*	1%	1%	2%
Don't know/don't recall	2	1	-	1	1	-	-	-	-	1	-	1	-	1	-	-	-
*		*	-	*	*	-	-	-	-	*	-	1%	-	*	-	-	-
NET: OPENREACH	357	235	171	64	176	112	151	103	48	25	9	16	19	45	210	162	59
19%		28%cljk	32%cdijk	21%uk	26%ujk	30%cljk	33%acdiijk	34%acdiijk	31%clijk	11%	12%	11%	19%	22%	34%	35%	37%

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

QB2_3 Which provider do you use for pay TV service?

Base : All with this service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1839	560	351	209	453	244	301	193	108	152	51	101	64	145	408	300	107
Weighted Base	1845	560	351	209	453	244	301	193	108	152	51*	101	64*	145	408	300	107
Sky	1048	290	128	162	254	92	128	53	75	126	39	87	50	112	164	89	36
57%		52% befg	36% g	78% abdefg	56% befg	38% g	43% g	27%	69% abdefg	83% abdefgh	76% abdefg	86% abdefgh	78%	77%	40% o	30%	34%
Virgin Media	439	103	102	1	75	74	70	70	-	5	4	1	1	-	98	98	28
24%		18% chik	29% acdhiijk	*	17% chik	30% acdhiijk	23% cdhiijk	36% acdhiijk	-	3% c	8% chik	1%	2%	-	24%	33% n	26%
BT	166	81	60	21	58	37	47	34	13	11	3	8	6	15	70	57	23
9%		14% d	17% ciijk	10%	13%	15% d	16% d	18% ciijk	12%	7%	6%	8%	9%	10%	17%	19%	21%
TalkTalk	154	61	46	15	47	32	43	31	12	4	1	3	4	11	57	45	14
8%		11% dijk	13% ciijk	7%	10% dijk	13% ciijk	14% ciijk	16% cdiijk	11% dijk	3%	2%	3%	6%	8%	14%	15%	13%
EE (Everything Everywhere previously Orange)	20	14	8	6	11	5	11	5	6	-	-	-	1	5	14	8	3
1%		3% d	2%	3% d	2%	2%	4% d	3% d	6% dijk	-	-	-	2%	3%	3%	3%	3%
Plus Net	4	2	1	1	2	1	1	-	1	1	1	-	1	-	1	-	-
*		*	*	*	*	*	*	-	1%	1%	2%	-	2%	-	*	-	-
Other	13	8	6	2	5	3	1	-	1	4	3	1	1	1	4	3	3
1%		1%	2%	1%	1%	1%	*	-	1%	3% fg	6% acddefg	1%	2%	1%	1%	1%	3%
Don't know/don't recall	2	1	-	1	1	-	-	-	-	1	-	1	-	1	-	-	-
*		*	-	*	*	-	-	-	-	1%	-	1%	-	1%	-	-	-
NET: OPENREACH	357	166	121	45	123	78	103	70	33	20	8	12	13	32	146	113	43
19%		30% ciijk	34% cdiijk	22% dijk	27% dijk	32% ciijk	34% cdiijk	36% cdiijk	31% dijk	13%	16%	12%	20%	22%	36%	38%	40%

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

QB2_3 Which provider do you use for pay TV service?

Base : All with this service

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1839	500	340	160	498	244	254
Weighted Base	1845	500	340	160	504	250	254
Sky	1048	312	194	118	293	141	152
	57%	62%	57%	74% ^{abdef}	58%	56%	60%
Virgin Media	439	130	102	28	147	71	76
	24%	26% ^c	30% ^c	18%	29% ^c	28% ^c	30% ^c
BT	166	34	27	7	22	12	11
	9%	7%	8%	4%	4%	5%	4%
TalkTalk	154	19	14	5	37	22	15
	8%	4%	4%	3%	7% ^{ae}	9% ^{ae}	6%
EE (Everything Everywhere previously Orange)	20	2	1	1	3	3	-
	1%	*	*	1%	1%	1%	-
Plus Net	4	-	-	-	-	-	-
	*	-	-	-	-	-	-
Other	13	3	2	1	2	1	*
	1%	1%	1%	1%	*	1%	*
Don't know/don't recall	2	-	-	-	1	1	-
	*	-	-	-	*	*	-
NET: OPENREACH	357	58	44	14	64	38	26
	19%	12%	13%	9%	13%	15%	10%

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

QB2_4: Which provider do you use for mobile phone/ SIM (as part of a package with your fixed line, broadband or Pay TV service)?

Base : All with this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	568	284	196	88	230	142	127	91	36	103	51	52	27	61	181	145	54
Weighted Base	566	284	196	88*	230	142	127	91*	36*	103	51*	52*	27**	61*	181	145	54*
EE (Everything Everywhere previously Orange)	124	63	42	21	46	25	21	15	6	25	10	15	6	15	38	32	17
	22%	22%	21%	24%	20%	18%	17%	16%	17%	24%	20%	29%	22%	25%	21%	22%	31%
Virgin Media	123	53	50	3	44	41	33	31	2	11	10	1	-	3	42	40	9
	22%	19% ck	26% chik	3%	19% chk	29% acdhiik	26% chik	34% acdhiik	6%	11%	20% ck	2%	-	5%	23%	28%	17%
BT	53	27	21	6	16	10	7	6	1	9	4	5	1	5	18	17	11
	9%	10%	11%	7%	7%	7%	6%	7%	3%	9%	8%	10%	4%	8%	10%	12%	20% an
TalkTalk	50	27	16	11	20	9	12	8	4	8	1	7	7	4	19	15	7
	9%	10%	8%	13% j	9%	6%	9%	9%	11%	8%	2%	13% j	26%	7%	10%	10%	13%
Plus Net	3	3	1	2	3	1	-	-	-	3	1	2	-	2	-	-	-
	1%	1%	1%	2%	1%	1%	-	-	-	3%	2%	4% l	-	3%	-	-	-
Other	136	73	49	24	63	39	28	20	8	35	19	16	5	19	38	30	10
	24%	26%	25%	27%	27%	22%	22%	22%	34% l	37% l	31%	31%	19%	31%	21%	21%	19%
Don't know/don't recall	78	38	17	21	38	17	26	11	15	12	6	6	8	13	26	11	-
	14%	13%	9%	24% abegj	17% b	12%	20% b	12%	42% abdefgijk	12%	12%	12%	30%	21%	14% p	8% p	-
NET: OPENREACH	365	193	129	64	148	84	68	49	19	80	35	45	19	45	113	94	45
	65%	68% lg	66% l	73% efgh	64% l	59%	54%	54%	53%	78% abdefgh	69%	87% abdefghj	70%	74%	62%	65%	83% no

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

QB2_4: Which provider do you use for mobile phone/ SIM (as part of a package with your fixed line, broadband or Pay TV service)?

Base : All with this service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	568	188	128	60	151	91	81	56	25	70	35	35	20	40	118	93	37
Weighted Base	566	188	128	60*	151	91*	81*	56*	25**	70*	35*	35*	20**	40*	118	93*	37*
EE (Everything Everywhere previously Orange)	124	40	28	12	27	15	13	9	4	14	6	8	5	7	26	22	13
	22%	21%	22%	20%	18%	16%	16%	16%	16%	20%	17%	23%	25%	18%	22%	24%	35%
Virgin Media	123	32	31	1	27	26	19	19	-	8	7	1	-	1	24	24	5
	22%	17% ck	24% ckik	2%	18% ck	29% ackik	23% ck	34% ackdik	-	11% ck	20% ck	3%	-	3%	20%	26%	14%
BT	53	21	15	6	13	7	5	4	1	8	3	5	1	5	13	12	8
	9%	11%	12%	10%	9%	8%	6%	7%	4%	11%	9%	14%	5%	13%	11%	13%	22%
TalkTalk	50	17	12	5	12	7	8	6	2	4	1	3	3	2	13	11	5
	9%	9%	9%	8%	8%	8%	10%	11%	8%	6%	3%	9%	15%	5%	11%	12%	14%
Plus Net	3	2	1	1	2	1	-	-	-	2	1	1	-	1	-	-	-
	1%	1%	1%	2%	1%	1%	-	-	-	3%	3%	3%	-	3%	-	-	-
Other	136	46	28	18	40	22	15	9	6	25	13	12	5	13	21	15	6
	24%	24%	22%	30%	26%	24%	19%	16%	24%	36% lbfq	37% lq	34% q	25%	33%	18%	16%	16%
Don't know/don't recall	78	30	13	17	30	13	21	9	12	9	4	5	6	11	21	9	-
	14%	16%	10%	28% abel	20% b	14%	26% bi	16%	48%	13%	11%	14%	30%	28%	18% p	10%	-
NET: OPENREACH	365	126	84	42	94	52	41	28	13	53	24	29	14	28	73	60	32
	65%	67% lq	66% lq	70% lq	62%	57%	51%	50%	52%	76% elfq	69%	83% defq	70%	70%	62%	65%	86% and

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

QB2_4: Which provider do you use for mobile phone/ SIM (as part of a package with your fixed line, broadband or Pay TV service)?

Table 57

Base : All with this service

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	568	156	112	44	128	71	57
Weighted Base	566	156	112	44*	126*	68*	58*
EE (Everything Everywhere previously Orange)	124 22%	33 21%	23 21%	10 23%	28 22%	17 25%	11 19%
Virgin Media	123 22%	35 22%	27 24%	8 18%	35 27%	15 22%	20 34%
BT	53 9%	18 12%	15 13% ae	3 7%	8 6%	1 2%	7 11%
TalkTalk	50 9%	16 10%	14 13%	2 5%	7 6%	4 6%	3 5%
Plus Net	3 1%	-	-	-	-	-	-
Other	136 24%	36 23%	25 22%	11 25%	27 21%	14 20%	13 23%
Don't know/don't recall	78 14%	18 12%	8 7%	10 23% ab	22 18% ab	18 26% abf	4 8%
NET: OPENREACH	365 65%	103 66%	77 69%	26 59%	69 55%	36 53%	33 58%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f
* small base

QB2: Which provider do you use - SUMMARY

Base : All with this service

	Fixed landline/ line rental	Fixed broadband	Pay TV service	Mobile phone/ SIM
Unweighted Base	2470	2456	1839	568
Weighted Base	2462	2448	1845	566
BT	627 25%	579 24%	166 9%	53 9%
EE (Everything Everywhere previously Orange)	88 4%	94 4%	20 1%	124 22%
Sky	630 26%	630 26%	1048 57%	- -
TalkTalk	352 14%	357 15%	154 8%	50 9%
Virgin Media	587 24%	608 25%	439 24%	123 22%
Plus Net	104 4%	108 4%	4 *	3 1%
Other	72 3%	71 3%	13 1%	136 24%
Don't know/don't recall	2 *	2 *	2 *	78 14%
NET: OPENREACH	1244 51%	1209 49%	357 19%	365 65%

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QB2group1: Groups qualified for based on the current provider. dual and pay tv can overlap

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
quad play	133	66	60	6	48	42	45	41	4	3	1	2	3	3	63	59	18
5%		6% cijk	9% acdhiijk	1%	5% cijk	8% cdhiijk	10% acdhiijk	14% abcdehiijk	3% l	1%	*	1%	2%	1%	10%	13%	11%
triple play	1125	566	348	218	498	280	409	259	150	89	21	68	70	148	477	327	68
44%		50% ijk	51% ijk	48% ijk	51% ijk	54% ijk	90% abcdeijk	86% abcdeijk	97% abcdeijk	17% j	9%	23% ij	49%	48%	78% op	71% op	43%
dual play	1133	477	250	227	430	203	-	-	-	430	203	227	70	157	47	47	47
45%		42% bfgh	37% fgh	50% abdefgh	44% befgh	39% fgh	-	-	-	83% abcdebfghk	81% abcdebfghk	76% abcdebfgh	49%	51%	8%	10%	30% no
paytv	572	208	127	81	136	55	-	-	-	136	55	81	27	54	72	72	72
23%		18% defgh	19% defgh	18% efgh	14% fgh	11% fgh	-	-	-	26% abcdebfgh	25% acdefgh	27% abcdebfgh	19%	18%	12%	16%	46% no
dual virgin (broadband and pay tv)	15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

J22086 Ofcom Triple Play 2015

QB2group1: Groups qualified for based on the current provider. dual and pay tv can overlap

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
quad play	133	43	40	3	31	28	29	27	2	2	1	1	2	1	41	39	12
	5%	6%cdijk	9%acdhiijk	1%	5%cdijk	8%cdhiijk	10%acdhiijk	14%abcdhiijk	2%	1%	1%	*	2%	*	10%	13%	11%
triple play	1125	372	226	146	326	180	272	166	106	54	14	40	44	102	318	212	46
	44%	49%ijk	50%ijk	47%ijk	50%ijk	52%ijk	90%abcdeijk	86%abcdeijk	98%abcdeijk	15%	9%	20%j	48%	47%	78%op	71%op	43%
dual play	1133	330	170	160	299	139	-	-	-	299	139	160	46	114	31	31	31
	45%	43%bfgh	37%fgh	52%abefgh	46%bfgh	40%fgh	-	-	-	84%abcdeefgh	80%abcdeefgh	80%abcdeefgh	50%	53%	8%	10%	29%no
paytv	572	142	83	59	93	34	-	-	-	93	34	59	18	41	49	49	49
	23%	19%defgh	18%efgh	19%efgh	14%efgh	10%efgh	-	-	-	26%abcdeefgh	22%defgh	29%abcdeefgh	20%	19%	12%	16%	46%no
dual virgin (broadband and pay tv)	15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QB2group1: Groups qualified for based on the current provider. dual and pay tv can overlap

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
quad play	133	32	24	8	35	16	19
	5%	5%	5%	3%	5%	5%	5%
triple play	1125	283	197	86	276	146	130
	44%	40%	42%	37%	40%	43%	37%
dual play	1133	343	214	129	313	143	170
	45%	49%	46%	55% ^{abde}	45%	42%	48%
paytv	572	180	113	67	184	86	97
	23%	26%	24%	29%	26%	25%	27%
dual virgin (broadband and pay tv)	15	5	5	-	10	2	7
	1%	1%	1%	-	1%	1%	2%

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

J22086 Ofcom Triple Play 2015

QB3c1 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service?
Fixed landline/ line rental

Base : All with this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2470	1112	661	451	974	523	454	300	154	520	223	297	143	308	592	438	138
Weighted Base	2462	1112	661	451	974	523	454	300	154	520	223	297	143	308	592	438	138
In the last 3 months	256	247	122	125	233	108	95	52	43	138	56	82	26	99	109	66	14
10%		22%	18%	28% abefg	24% bgj	21%	21%	17%	28% bg	27% befg	25% bg	28% befg	18%	32% j	18% p	15%	10%
In the last 4-6 months	191	178	108	70	166	96	87	59	28	79	37	42	22	48	99	71	12
8%		16%	16%	16%	17%	18%	19%	20%	18%	15%	17%	14%	15%	16%	17% p	16% p	9%
In the last 7-12 months	293	279	165	114	257	143	119	82	37	138	61	77	44	70	141	104	22
12%		25%	25%	25%	26%	27%	26%	27%	24%	27%	27%	26%	31%	23%	24% p	24%	16%
In the last 13-18 month	197	183	111	72	168	96	81	60	21	87	36	51	29	43	96	75	15
8%		16%	17%	16%	17%	18%	18%	20%	14%	17%	16%	17%	20%	14%	16%	17%	11%
In the last 19-24 months	171	160	90	70	150	80	72	47	25	78	33	45	22	48	82	57	10
7%		14%	14%	16%	15%	15%	16%	16%	16%	15%	15%	15%	15%	16%	14% p	13%	7%
In the last 2-3 years	219	15	15	-	-	-	-	-	-	-	-	-	-	-	15	15	15
9%		1% cdefgijk	2% cdefgijk	-	-	-	-	-	-	-	-	-	-	-	3%	3%	11% no
More than 3 years ago	572	33	33	-	-	-	-	-	-	-	-	-	-	-	33	33	33
23%		3% cdefghijk	5% acdefghijk	-	-	-	-	-	-	-	-	-	-	-	6%	8%	24% no
No - never changed provider	529	16	16	-	-	-	-	-	-	-	-	-	-	-	16	16	16
21%		1% cdefgijk	2% cdefgijk	-	-	-	-	-	-	-	-	-	-	-	3%	4%	12% no
Don't know	35	1	1	-	-	-	-	-	-	-	-	-	-	-	1	1	1
1%		*	*	-	-	-	-	-	-	-	-	-	-	-	*	*	1%
NET: Last 6 months	447	425	230	195	399	204	182	111	71	217	93	124	48	147	208	137	26
18%		38%	35%	43% ab	41% b	39%	40%	37%	46% ab	42% ab	42%	42% ab	34%	48% j	35% p	31% p	19%
NET: Last 12 months	739	704	395	309	656	347	301	193	108	355	154	201	92	217	349	241	48
30%		63%	60%	69% ab	67% ab	66% ab	66% ab	64%	70% ab	68% ab	69% ab	68% ab	64%	70%	59% p	55% p	35%
NET: Last 18 months	937	887	506	381	824	443	382	253	129	442	190	252	121	260	445	316	63
38%		80%	77%	84% ab	85% ab	85% ab	84% ab	84% ab	84%	85% ab	85% ab	85% ab	85%	84%	75% p	72% p	46%
NET: Last 2 years	1107	1047	596	451	974	523	454	300	154	520	223	297	143	308	527	373	73
45%		94% ab	90%	100% ab	100% ab	100% ab	100% ab	100% ab	100% ab	100% ab	100% ab	100% ab	100%	100%	89% p	85% p	53%
NET: More than 2 years ago	791	48	48	-	-	-	-	-	-	-	-	-	-	-	48	48	48
32%		4% cdefghijk	7% acdefghijk	-	-	-	-	-	-	-	-	-	-	-	8%	11%	35% no
NET: More than 2 years ago/never	1320	64	64	-	-	-	-	-	-	-	-	-	-	-	64	64	64
54%		6% cdefghijk	10% acdefghijk	-	-	-	-	-	-	-	-	-	-	-	11%	15%	46% no

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

QB3c1 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service?
Fixed landline/ line rental

Base : All with this service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2470	748	439	309	656	347	301	193	108	355	154	201	92	217	393	285	92
Weighted Base	2462	748	439	309	656	347	301	193	108	355	154	201	92*	217	393	285	92*
In the last 3 months	256 10%	246 33%	121 28%	125 40% abefg	233 36% bgj	108 31%	95 32%	52 27%	43 40% bg	138 39% beg	56 36% b	82 41% abefg	26 28%	99 46% j	108 27% p	65 23%	13 14%
In the last 4-6 months	191 8%	178 24%	108 25%	70 23%	166 25%	96 28%	87 29% k	59 31% clik	28 26%	79 22%	37 24%	42 21%	22 24%	48 22%	99 25% p	71 25% p	12 13%
In the last 7-12 months	293 12%	272 36%	158 36%	114 37%	257 39%	143 41%	119 40%	82 42%	37 34%	138 39%	61 40%	77 38%	44 48% m	70 32%	134 34% p	97 34% p	15 16%
In the last 13-18 month	197 8%	5 1% d	5 1% del	-	-	-	-	-	-	-	-	-	-	-	5 1%	5 2%	5 5% n
In the last 19-24 months	171 7%	4 1%	4 1% d	-	-	-	-	-	-	-	-	-	-	-	4 1%	4 1%	4 4% n
In the last 2-3 years	219 9%	10 1% cdefi	10 2% cdefgijk	-	-	-	-	-	-	-	-	-	-	-	10 3%	10 4%	10 11% no
More than 3 years ago	572 23%	23 3% cdefgijk	23 5% cdefghijk	-	-	-	-	-	-	-	-	-	-	-	23 6%	23 8%	23 25% no
No - never changed provider	529 21%	9 1% del	9 2% cdefgijk	-	-	-	-	-	-	-	-	-	-	-	9 2%	9 3%	9 10% no
Don't know	35 1%	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	1 *	1 *	1 1%
NET: Last 6 months	447 18%	424 57%	229 52%	195 63% ab	399 61% b	204 59%	182 60% b	111 58%	71 66% ab	217 61% b	93 60%	124 62% b	48 52%	147 68% j	207 53% p	136 48% p	25 27%
NET: Last 12 months	739 30%	696 93% b	387 88%	309 100% ab	656 100% ab	347 100% ab	301 100% ab	193 100% ab	108 100% ab	355 100% ab	154 100% ab	201 100% ab	92 100%	217 100%	341 87% p	233 82% p	40 43%
NET: Last 18 months	937 38%	701 94% b	392 89%	309 100% ab	656 100% ab	347 100% ab	301 100% ab	193 100% ab	108 100% ab	355 100% ab	154 100% ab	201 100% ab	92 100%	217 100%	346 88% p	238 84% p	45 49%
NET: Last 2 years	1107 45%	705 94% b	396 90%	309 100% ab	656 100% ab	347 100% ab	301 100% ab	193 100% ab	108 100% ab	355 100% ab	154 100% ab	201 100% ab	92 100%	217 100%	350 89% p	242 65% p	49 53%
NET: More than 2 years ago	791 32%	33 4% cdefghijk	33 8% acdefghijk	-	-	-	-	-	-	-	-	-	-	-	33 8%	33 12%	33 36% no
NET: More than 2 years ago/never	1320 54%	42 6% cdefghijk	42 10% acdefghijk	-	-	-	-	-	-	-	-	-	-	-	42 11%	42 15%	42 46% no

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

QB3c1 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service?
Fixed landline/ line rental

Base : All with this service

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2470	683	453	230	675	323	352
Weighted Base	2462	683	453	230	667	322	346
In the last 3 months	256	9	9	-	*	*	-
10%		1% d	2% cd f	-	*	*	-
In the last 4-6 months	191	11	7	4	2	1	1
8%		2% d	2% d	2% d	*	*	*
In the last 7-12 months	293	9	4	5	5	5	-
12%		1%	1%	2% d	1%	1%	-
In the last 13-18 month	197	11	8	3	3	1	3
8%		2%	2%	1%	*	*	1%
In the last 19-24 months	171	7	6	1	4	2	2
7%		1%	1%	*	1%	1%	*
In the last 2-3 years	219	104	76	28	100	60	40
9%		15%	17%	12%	15%	19%	12%
More than 3 years ago	572	295	197	98	244	115	129
23%		43% d	43% d	43%	37%	36%	37%
No - never changed provider	529	226	138	88	287	126	162
21%		33%	30%	38% b	43% ab	39%	47% ab
Don't know	35	11	8	3	23	13	10
1%		2%	2%	1%	3%	4%	3%
NET: Last 6 months	447	20	16	4	2	1	1
18%		3% def	4% def	2% d	*	*	*
NET: Last 12 months	739	29	20	9	6	5	1
30%		4% d f	4% d f	4% d f	1%	2%	*
NET: Last 18 months	937	40	28	12	10	6	4
38%		6% def	6% def	5% d f	1%	2%	1%
NET: Last 2 years	1107	47	34	13	13	8	5
45%		7% def	8% def	6% d f	2%	3%	1%
NET: More than 2 years ago	791	399	273	126	344	175	169
32%		58% d f	60% d f	55%	51%	54%	49%
NET: More than 2 years ago/never	1320	625	411	214	631	300	331
54%		92%	91%	93%	95% b	93%	96% ab

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

QB3c2 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service?
Fixed broadband

Base : All with this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2456	1110	659	451	974	523	454	300	154	520	223	297	143	308	590	436	136
Weighted Base	2448	1110	659	451	974	523	454	300	154	520	223	297	143	308	590	436	136
In the last 3 months	260 11%	249 22%	124 19%	125 28%abefg	233 24%bgj	108 21%	95 21%	52 17%	43 28%bg	138 27%befg	56 25%bg	82 28%befg	26 18%	99 32%j	111 19%	68 16%	16 12%
In the last 4-6 months	190 8%	178 16%	108 16%	70 16%	166 17%	96 18%	87 19%	59 20%	28 18%	79 15%	37 17%	42 14%	22 15%	48 16%	99 17%op	71 16%p	12 9%
In the last 7-12 months	306 13%	279 25%	165 25%	114 25%	257 26%	143 27%	119 26%	82 27%	37 24%	138 27%	61 27%	77 26%	44 31%	70 23%	141 24%	104 24%	22 16%
In the last 13-18 month	198 8%	187 17%	115 17%	72 16%	168 17%	96 18%	81 18%	60 20%	21 14%	87 17%	36 16%	51 17%	29 20%	43 14%	100 17%	79 18%	19 14%
In the last 19-24 months	173 7%	160 14%	90 14%	70 16%	150 15%	80 15%	72 16%	47 16%	25 16%	78 15%	33 15%	45 15%	22 15%	48 16%	82 14%cp	57 13%	10 7%
In the last 2-3 years	222 9%	11 1%cdelfi	11 2%cdelfgik	-	-	-	-	-	-	-	-	-	-	-	11 2%	11 3%	11 8%no
More than 3 years ago	526 22%	32 3%cdelfghijk	32 5%acdefghijk	-	-	-	-	-	-	-	-	-	-	-	32 5%	32 7%	32 24%no
No - never changed provider	534 22%	13 1%cdelfi	13 2%cdelfgik	-	-	-	-	-	-	-	-	-	-	-	13 2%	13 3%	13 10%no
Don't know	37 2%	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	1 *	1 *	1 1%
NET: Last 6 months	450 18%	427 38%	232 35%	195 43%ab	399 41%b	204 39%	182 40%	111 37%	71 46%ab	217 42%b	93 42%	124 42%	48 34%	147 48%l	210 36%cp	139 32%p	28 21%
NET: Last 12 months	757 31%	706 64%	397 60%	309 69%ab	656 67%ab	347 66%b	301 66%b	193 64%	108 70%ab	355 68%ab	154 69%b	201 68%b	92 64%	217 70%	351 59%cp	243 56%p	50 37%
NET: Last 18 months	955 39%	893 80%	512 78%	381 84%ab	824 85%ab	443 85%ab	382 84%b	253 84%b	129 84%	442 85%ab	190 85%b	252 85%b	121 85%	260 84%	451 76%cp	322 74%p	69 51%
NET: Last 2 years	1129 46%	1053 95%ab	602 91%	451 100%ab	974 100%ab	523 100%ab	454 100%ab	300 100%ab	154 100%ab	520 100%ab	223 100%ab	297 100%ab	143 100%	308 100%	533 90%cp	379 87%p	79 58%
NET: More than 2 years ago	749 31%	43 4%cdelfghijk	43 7%acdefghijk	-	-	-	-	-	-	-	-	-	-	-	43 7%	43 10%	43 32%no
NET: More than 2 years ago/never	1282 52%	56 5%cdelfghijk	56 8%acdefghijk	-	-	-	-	-	-	-	-	-	-	-	56 9%	56 13%	56 41%no

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

QB3c2 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service?
Fixed broadband

Base : All with this service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2456	747	438	309	656	347	301	193	108	355	154	201	92	217	392	284	91
Weighted Base	2448	747	438	309	656	347	301	193	108	355	154	201	92*	217	392	284	91*
In the last 3 months	260 11%	248 33%	123 28%	125 40% abefg	233 36% abg	108 31%	95 32%	52 27%	43 40% bg	138 39% beg	56 36%	82 41% abefg	26 28%	99 46% l	110 28% p	67 24%	15 16%
In the last 4-6 months	190 8%	176 24%	106 24%	70 23%	166 25%	96 28%	87 29% k	59 31% acik	28 26%	79 22%	37 24%	42 21%	22 24%	48 22%	97 25% p	69 24% p	10 11%
In the last 7-12 months	306 13%	274 37%	160 37%	114 37%	257 39%	143 41%	119 40%	82 42%	37 34%	138 39%	61 40%	77 38%	44 48% m	70 32%	136 35% p	99 35% p	17 19%
In the last 13-18 month	198 8%	8 1% d	8 2% cdefi	-	-	-	-	-	-	-	-	-	-	-	8 2%	8 3%	8 9% no
In the last 19-24 months	173 7%	3 *	3 1% d	-	-	-	-	-	-	-	-	-	-	-	3 1%	3 1%	3 3%
In the last 2-3 years	222 9%	8 1% d	8 2% cdefi	-	-	-	-	-	-	-	-	-	-	-	8 2%	8 3%	8 9% no
More than 3 years ago	526 22%	20 3% cdefgijk	20 5% cdefghijk	-	-	-	-	-	-	-	-	-	-	-	20 5%	20 7%	20 22% no
No - never changed provider	534 22%	9 1% dei	9 2% cdefgik	-	-	-	-	-	-	-	-	-	-	-	9 2%	9 3%	9 10% no
Don't know	37 2%	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	1 *	1 *	1 1%
NET: Last 6 months	450 18%	424 57%	229 52%	195 63% ab	399 61% b	204 59%	182 60% b	111 58%	71 66% ab	217 61% b	93 60%	124 62% b	48 52%	147 68% l	207 53% p	136 48% p	25 27%
NET: Last 12 months	757 31%	698 93% b	389 89%	309 100% ab	656 100% ab	347 100% ab	301 100% ab	193 100% ab	108 100% ab	355 100% ab	154 100% ab	201 100% ab	92 100%	217 100%	343 88% p	235 83% p	42 46%
NET: Last 18 months	955 39%	706 95% b	397 91%	309 100% ab	656 100% ab	347 100% ab	301 100% ab	193 100% ab	108 100% ab	355 100% ab	154 100% ab	201 100% ab	92 100%	217 100%	351 90% p	243 86% p	50 55%
NET: Last 2 years	1129 46%	709 95% b	400 91%	309 100% ab	656 100% ab	347 100% ab	301 100% ab	193 100% ab	108 100% ab	355 100% ab	154 100% ab	201 100% ab	92 100%	217 100%	354 90% p	246 87% p	53 58%
NET: More than 2 years ago	749 31%	28 4% cdefghijk	28 6% acdefghijk	-	-	-	-	-	-	-	-	-	-	-	28 7%	28 10%	28 31% no
NET: More than 2 years ago/never	1282 52%	37 5% cdefghijk	37 8% acdefghijk	-	-	-	-	-	-	-	-	-	-	-	37 9%	37 13%	37 41% no

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

QB3c2 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service?
Fixed broadband

Base : All with this service

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2456	678	449	229	668	318
Weighted Base	2448	678	449	229	660	319
In the last 3 months	260 11%	9 1%	7 2%	2 1%	2 *	* 1%
In the last 4-6 months	190 8%	9 1%	6 1%	3 1%	* *	3 1%
In the last 7-12 months	306 13%	16 2%	11 2%	5 2%	11 2%	7 2%
In the last 13-18 month	198 8%	9 1%	6 1%	3 1%	2 *	* 1%
In the last 19-24 months	173 7%	10 1%	8 2%	2 1%	3 *	2 1%
In the last 2-3 years	222 9%	104 15%	71 16%	33 14%	107 16%	64 20%
More than 3 years ago	526 22%	274 40% ^d	183 41% ^d	91 40%	220 33%	108 34%
No - never changed provider	534 22%	236 35%	149 33%	87 38%	285 43% ^{ab}	121 38%
Don't know	37 2%	11 2%	8 2%	3 1%	25 4% ^e	13 4%
NET: Last 6 months	450 18%	18 3% ^d	13 3% ^d	5 2%	5 1%	2 1%
NET: Last 12 months	757 31%	34 5%	24 5% ^d	10 4%	17 3%	9 3%
NET: Last 18 months	955 39%	43 6% ^{df}	30 7% ^{df}	13 6%	19 3%	12 4%
NET: Last 2 years	1129 46%	53 8% ^{df}	38 8% ^{df}	15 7% ^d	23 3%	14 4%
NET: More than 2 years ago	749 31%	378 56% ^d	254 57% ^d	124 54%	328 50%	172 54%
NET: More than 2 years ago/never	1282 52%	614 91%	403 90%	211 92%	612 93%	293 92%

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

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QB3c3 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service?
Pay TV service

Base : All with this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple CPS & SAPTV CPS		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1839	841	535	306	683	377	454	300	154	229	77	152	100	206	612	458	158
Weighted Base	1845	841	535	306	683	377	454	300	154	229	77*	152	100	206	612	458	158
In the last 3 months	151	145	94	51	112	61	95	52	43	17	9	8	14	37	128	85	33
8%		17% ik	18% ik	17% ik	16% ik	16% ik	21% ik	17% ik	28% abcdeghijk	7%	12%	5%	14%	18%	21%	19%	21%
In the last 4-6 months	133	131	93	38	101	63	87	59	28	14	4	10	14	24	117	89	30
7%		16% dijk	17% dijk	12% l	15% dijk	17% dijk	19% cijk	20% cijk	18% dijk	6%	5%	7%	14%	12%	19%	19%	19%
In the last 7-12 months	194	185	138	47	141	94	119	82	37	22	12	10	18	29	163	126	44
11%		22% cdik	26% cdik	15% ik	21% ik	25% cdik	26% cdijk	27% cdijk	24% cdik	10%	16% ik	7%	18%	14%	27%	28%	28%
In the last 13-18 month	137	129	95	34	102	68	81	60	21	21	8	13	9	25	108	87	27
7%		15% ik	18% cdik	11%	15% ik	18% cdik	16% cdik	20% cdik	14%	9%	10%	9%	9%	12%	18%	19%	17%
In the last 19-24 months	124	120	80	40	96	56	72	47	25	24	9	15	12	28	96	71	24
7%		14%	15%	13%	14%	15%	16%	16%	16%	10%	12%	10%	12%	14%	16%	16%	15%
In the last 2-3 years	128	8	4	4	8	4	-	-	-	8	4	4	2	2	-	-	-
7%		1% f	1%	1% fg	1% f	1% f	-	-	-	3% abdefgh	5% abdefgh	3% fgh	2%	1%	-	-	-
More than 3 years ago	401	50	13	37	50	13	-	-	-	50	13	37	16	21	-	-	-
22%		6% befgh	2% fg	12% abdefgh	7% befgh	3% fgh	-	-	-	22% abdefgh	17% abdefgh	24% abdefgh	16%	10%	-	-	-
No - never changed provider	547	71	18	53	71	18	-	-	-	71	18	53	15	38	-	-	-
30%		8% befgh	3% fgh	17% abdefgh	10% befgh	5% fgh	-	-	-	31% abdefgh	23% abdefgh	35% abdefgh	15%	18%	-	-	-
Don't know	30	2	-	2	2	-	-	-	-	2	-	2	-	2	-	-	-
2%		*	-	1%	*	-	-	-	-	1% bf	-	1% befg	-	1%	-	-	-
NET: Last 6 months	284	276	187	89	213	124	182	111	71	31	13	18	28	61	245	174	63
15%		33% dijk	35% dijk	29% dijk	31% dijk	33% dijk	40% acdeijk	37% cdijk	46% abcdeijk	14%	17%	12%	28%	30%	40%	38%	40%
NET: Last 12 months	478	461	325	136	354	218	301	193	108	53	25	28	46	90	408	300	107
26%		55% cdijk	61% acdeijk	44% ik	52% cdijk	58% cdijk	66% acdeijk	64% acdeijk	70% abcdeijk	23%	32% ik	18%	46%	44%	67%	66%	68%
NET: Last 18 months	616	590	420	170	456	286	382	253	129	74	33	41	55	115	516	387	134
33%		70% cdijk	79% acdeijk	56% dijk	67% cdijk	76% acdeijk	84% abcdeijk	84% abcdeijk	84% acdeijk	32%	43% ik	27%	55%	56%	84%	84%	85%
NET: Last 2 years	739	710	500	210	552	342	454	300	154	98	42	56	67	143	612	458	158
40%		84% cdijk	93% acdeijk	69% dijk	81% cdijk	91% acdeijk	100% abcdeijk	100% abcdeijk	100% abcdeijk	43%	55% ik	37%	67%	69%	100%	100%	100%
NET: More than 2 years ago	529	58	17	41	58	17	-	-	-	58	17	41	18	23	-	-	-
29%		7% befgh	3% fgh	13% abdefgh	8% befgh	5% fgh	-	-	-	25% abdefgh	22% abdefgh	27% abdefgh	18%	11%	-	-	-
NET: More than 2 years ago/never	1076	129	35	94	129	35	-	-	-	129	35	94	33	61	-	-	-
58%		15% befgh	7% fgh	31% abdefgh	19% befgh	9% fgh	-	-	-	56% abdefgh	45% abdefgh	62% abdefgh	33%	30%	-	-	-

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

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QB3c3 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service?
Pay TV service

Base : All with this service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple CPS & SAPTV CPS		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1839	560	351	209	453	244	301	193	108	152	51	101	64	145	408	300	107
Weighted Base	1845	560	351	209	453	244	301	193	108	152	51*	101	64*	145	408	300	107
In the last 3 months	151	145	94	51	112	61	95	52	43	17	9	8	14	37	128	85	33
8%		26% ik	27% ik	24% ik	25% ik	25% ik	32% dijk	27% ik	40% abcdegijk	11%	18%	8%	22%	26%	31%	28%	31%
In the last 4-6 months	133	128	92	36	98	62	87	59	28	11	3	8	14	22	117	89	30
7%		23% dijk	26% cijk	17% ijk	22% dijk	25% cijk	29% cdijk	31% acdijk	26% ijk	7%	6%	8%	22%	15%	29%	30%	28%
In the last 7-12 months	194	183	138	45	139	94	119	82	37	20	12	8	17	28	163	126	44
11%		33% cijk	39% acdijk	22% ijk	31% cijk	39% cdijk	40% acdijk	42% acdijk	34% cijk	13%	24% ik	8%	27%	19%	40%	42%	41%
In the last 13-18 month	137	8	3	5	8	3	-	-	-	8	3	5	-	5	-	-	-
7%		1% f	1%	2% ifg	2% f	1%	-	-	-	5% abdefgh	6% abefgh	5% abefgh	-	3%	-	-	-
In the last 19-24 months	124	8	2	6	8	2	-	-	-	8	2	6	2	4	-	-	-
7%		1% f	1%	3% abfg	2% f	1%	-	-	-	5% abdefgh	4% abfgh	6% abdefgh	3%	3%	-	-	-
In the last 2-3 years	128	5	3	2	5	3	-	-	-	5	3	2	1	1	-	-	-
7%		1%	1%	1%	1%	1%	-	-	-	3% abfg	6% abcdefgh	2% f	2%	1%	-	-	-
More than 3 years ago	401	33	9	24	33	9	-	-	-	33	9	24	10	14	-	-	-
22%		6% bfg	3% fg	11% abefgh	7% bfg	4% fgh	-	-	-	22% abcdefgh	18% abdefgh	24% abcdefgh	16%	10%	-	-	-
No - never changed provider	547	49	10	39	49	10	-	-	-	49	10	39	6	33	-	-	-
30%		9% befgh	3% fg	19% abdefgh	11% befgh	4% fgh	-	-	-	32% abcdefgh	20% abefgh	39% abcdefgh	9%	23% d	-	-	-
Don't know	30	1	-	1	1	-	-	-	-	1	-	1	-	1	-	-	-
2%		*	-	*	*	-	-	-	-	1%	-	1%	-	1%	-	-	-
NET: Last 6 months	284	273	186	87	210	123	182	111	71	28	12	16	28	59	245	174	63
15%		49% dijk	53% cijk	42% dijk	46% dijk	50% dijk	60% acdijk	58% acdijk	66% abcdeijk	18%	24%	16%	44%	41%	60%	58%	59%
NET: Last 12 months	478	456	324	132	349	217	301	193	108	48	24	24	45	87	408	300	107
26%		81% cijk	92% acdijk	63% dijk	77% cijk	89% acdijk	100% abcdeijk	100% abcdeijk	100% abcdeijk	32%	47% ik	24%	70%	60%	100%	100%	100%
NET: Last 18 months	616	464	327	137	357	220	301	193	108	56	27	29	45	92	408	300	107
33%		83% cijk	93% acdijk	66% ik	79% cijk	90% acdijk	100% abcdeijk	100% abcdeijk	100% abcdeijk	37%	53% ik	29%	70%	63%	100%	100%	100%
NET: Last 2 years	739	472	329	143	365	222	301	193	108	64	29	35	47	96	408	300	107
40%		84% cijk	94% acdijk	68% ik	81% cijk	91% acdijk	100% abcdeijk	100% abcdeijk	100% abcdeijk	42%	57% ik	35%	73%	66%	100%	100%	100%
NET: More than 2 years ago	529	38	12	26	38	12	-	-	-	38	12	26	11	15	-	-	-
29%		7% bfg	3% fg	12% abefgh	8% bfg	5% fgh	-	-	-	25% abcdefgh	24% abcdefgh	26% abcdefgh	17%	10%	-	-	-
NET: More than 2 years ago/never	1076	87	22	65	87	22	-	-	-	87	22	65	17	48	-	-	-
58%		16% befgh	6% fgh	31% abdefgh	19% befgh	9% fgh	-	-	-	57% abcdefgh	43% abdefgh	64% abcdefgh	27%	33%	-	-	-

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

QB3c3 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service?

Pay TV service

Base : All with this service

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1839	500	340	160	498	244
Weighted Base	1845	500	340	160	504	250
In the last 3 months	151 8%	4 1%	2 1%	2 1%	2 *	* 1%
In the last 4-6 months	133 7%	2 *	2 1%	- -	- -	- -
In the last 7-12 months	194 11%	6 1%	6 2%	- -	3 1%	2 1%
In the last 13-18 month	137 7%	7 1%	5 1%	2 1%	1 *	1 1%
In the last 19-24 months	124 7%	- -	- -	4 1%	1 1%	2 1%
In the last 2-3 years	128 7%	67 13%	50 15%	17 11%	53 10%	31 12%
More than 3 years ago	401 22%	198 40% df	134 39% d	64 40% d	153 30%	76 30%
No - never changed provider	547 30%	203 41%	131 39%	72 45%	273 54% ab	128 51% ab
Don't know	30 2%	13 3%	10 3%	3 2%	15 3%	9 4%
NET: Last 6 months	284 15%	6 1%	4 1%	2 1%	2 *	* 1%
NET: Last 12 months	478 26%	12 2%	10 3%	2 1%	5 1%	4 2%
NET: Last 18 months	616 33%	19 4% df	15 4% df	4 3%	7 1%	5 2%
NET: Last 2 years	739 40%	19 4%	15 4%	4 3%	10 2%	7 3%
NET: More than 2 years ago	529 29%	265 53% def	184 54% def	81 51% df	206 41%	106 43%
NET: More than 2 years ago/never	1076 58%	468 94%	315 93%	153 96%	479 95%	244 94%

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

QB3c3 For each service you have in your home, which of the following best describes when, if at all, you most recently switched or changed the company that provides each service?

Base : All with this service

	Fixed landline/ line rental	Fixed broadband	Pay TV service
Unweighted Base	2470	2456	1839
Weighted Base	2462	2448	1845
In the last 3 months	256 10%	260 11%	151 8%
In the last 4-6 months	191 8%	190 8%	133 7%
In the last 7-12 months	293 12%	306 13%	194 11%
In the last 13-18 months	197 8%	198 8%	137 7%
In the last 19-24 months	171 7%	173 7%	124 7%
In the last 2-3 years	219 9%	222 9%	128 7%
More than 3 years ago	572 23%	526 22%	401 22%
No - never changed provider	529 21%	534 22%	547 30%
Don't know	35 1%	37 2%	30 2%
NET: Last 6 months	447 18%	450 18%	284 15%
NET: Last 12 months	739 30%	757 31%	478 26%
NET: Last 18 months	937 38%	955 39%	616 33%
NET: Last 2 years	1107 45%	1129 46%	739 40%
NET: More than 2 years ago	791 32%	749 31%	529 29%
NET: More than 2 years ago/never	1320 54%	1282 52%	1076 58%

QB4 Which of these services did you switch at the same time?

Base : All that switched more than one service in the past two years within the same time band

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1259	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1253	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Fixed landline/ line rental	1063	1031	580	451	974	523	454	300	154	520	223	297	143	308	511	357	57
	85%	91% ^{ab}	85%	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100%	100%	83% ^{op}	78% ^{ap}	36%
Fixed broadband	1067	1034	583	451	974	523	454	300	154	520	223	297	143	308	514	360	60
	85%	91% ^{ab}	86%	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100%	100%	84% ^{op}	79% ^{ap}	38%
Pay TV service	537	536	362	174	499	325	454	300	154	45	25	20	55	119	491	337	37
	43%	47% ^{cijk}	53% ^{acijk}	39% ^{ijk}	51% ^{cijk}	62% ^{abcdijk}	100% ^{abcdeijk}	100% ^{abcdeijk}	100% ^{abcdeijk}	9%	11%	7%	38%	39%	80% ^{op}	74% ^p	23%
None of these	186	98	98	-	-	-	-	-	-	-	-	-	-	-	98	98	98
	15%	9% ^{cdefghijk}	14% ^{acdefghijk}	-	-	-	-	-	-	-	-	-	-	-	16%	21% ^{un}	62% ^{no}

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

QB4 Which of these services did you switch at the same time?

Base : All that switched more than one service in the past two years within the same time band

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1259	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1253	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Fixed landline/ line rental	1063	693	384	309	656	347	301	193	108	355	154	201	92	217	338	230	37
	85%	91% ^b	85%	100% ^{cab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100%	100%	83% ^{op}	77% ^{ap}	35%
Fixed broadband	1067	694	385	309	656	347	301	193	108	355	154	201	92	217	339	231	38
	85%	91% ^b	85%	100% ^{cab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100% ^{ab}	100%	100%	83% ^{op}	77% ^{ap}	36%
Pay TV service	537	354	234	120	331	211	301	193	108	30	18	12	38	82	324	216	23
	43%	46% ^{cijk}	52% ^{cijk}	39% ^{ijk}	50% ^{cijk}	61% ^{abcdijk}	100% ^{abcdeijk}	100% ^{abcdeijk}	100% ^{abcdeijk}	8%	12%	6%	41%	38%	79% ^{op}	72% ^p	21%
None of these	186	69	69	-	-	-	-	-	-	-	-	-	-	-	69	69	69
	15%	9% ^{cdefghijk}	15% ^{acdefghijk}	-	-	-	-	-	-	-	-	-	-	-	17%	23% ^{un}	64% ^{no}

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

QB4 Which of these services did you switch at the same time?

Base : All that switched more than one service in the past two years within the same time band

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1259	82	58	24	45	26
Weighted Base	1253	82*	58*	24**	39*	22**
Fixed landline/ line rental	1063 85%	25 30%	19 33%	6 25%	7 18%	6 26%
Fixed broadband	1067 85%	26 32%	20 34%	6 25%	7 18%	6 26%
Pay TV service	537 43%	1 1%	1 2%	-	-	-
None of these	186 15%	56 68%	38 66%	18 75%	32 82%	17 74%

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

QB5c1 How many times have you changed your provider for each of the following services in the last five years?
Fixed landline/ line rental

Base : All that ever switched this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1921	1095	644	451	974	523	454	300	154	520	223	297	143	308	575	421	121
Weighted Base	1898	1095	644	451	974	523	454	300	154	520	223	297	143	308	575	421	121
Once	1213	666	398	268	597	329	288	189	99	309	140	169	78	190	357	258	69
	64%	61%	62%	59%	61%	63%	63%	64%	59%	63%	57%	55%	62%	62%	61%	57%	
Twice	357	288	166	122	260	138	123	83	40	137	55	82	45	77	151	111	28
	19%	26%	26%	27%	27%	26%	27%	28%	26%	25%	28%	31%	25%	26%	26%	23%	
Three or four times	124	110	59	51	99	48	38	26	12	61	22	39	15	36	49	37	11
	7%	10%	9%	11%	10%	9%	8%	9%	8%	12%	10%	13% ^d	10%	12%	9%	9%	9%
Five times (i.e. every year)	10	8	3	5	7	2	-	-	-	7	2	5	2	3	1	1	1
	1%	1%	-	1% ^d	1%	-	-	-	-	1% ^d ^g	1% ^d	2% ^d ^g	1%	1%	-	-	1%
More than five times	3	2	1	1	2	1	-	-	-	2	1	1	1	-	-	-	-
	*	*	*	*	*	*	-	-	-	*	*	*	1%	-	-	-	-
Don't know/can't recall	191	21	17	4	9	5	5	2	3	4	3	1	2	2	17	14	12
	10%	2%	3% ^{cde} ^{gik}	1%	1%	1%	1%	1%	2%	1%	1%	*	1%	1%	3%	3%	10% ^{no}
NET: 1-2 times	1570	954	564	390	857	467	411	272	139	446	195	251	123	267	508	369	97
	83%	87%	88%	86%	88%	89% ^k	91% ^k	91% ^k	90%	86%	87%	85%	86%	87%	88% ^p	88% ^p	80%
NET: 5+	13	10	4	6	9	3	-	-	-	9	3	6	3	3	1	1	1
	1%	1% ^d	1%	1% ^d ^g	1% ^d	1%	-	-	-	2% ^d ^g	1% ^d ^g	2% ^d ^g	2%	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

QB5c1 How many times have you changed your provider for each of the following services in the last five years?
Fixed landline/ line rental

Base : All that ever switched this service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1921	738	429	309	656	347	301	193	108	355	154	201	92	217	383	275	82
Weighted Base	1898	738	429	309	656	347	301	193	108	355	154	201	92*	217	383	275	82*
Once	1213	432	256	176	386	210	178	113	65	208	97	111	45	131	224	159	46
	64%	59%	60%	57%	59%	61%	59%	59%	60%	59%	63%	55%	49%	60%	58%	58%	56%
Twice	357	186	104	82	167	85	83	54	29	84	31	53	29	53	102	73	19
	19%	25%	24%	27%	25%	24%	28%	28%	27%	24%	20%	26%	32%	24%	27%	27%	23%
Three or four times	124	93	52	41	85	44	35	24	11	50	20	30	13	28	43	32	8
	7%	13%	12%	13%	13%	13%	12%	12%	10%	14%	13%	15%	14%	13%	11%	12%	10%
Five times (i.e. every year)	10	7	2	5	7	2	-	-	-	7	2	5	2	3	-	-	-
	1%	1%	*	2% d	1%	1%	-	-	-	2% bf	1% d	2% bf	2%	1%	-	-	-
More than five times	3	2	1	1	2	1	-	-	-	2	1	1	1	-	-	-	-
	*	*	*	*	*	*	-	-	-	1%	1%	*	1%	-	-	-	-
Don't know/can't recall	191	18	14	4	9	5	5	2	3	4	3	1	2	2	14	11	9
	10%	2%	3% dik	1%	1%	1%	2%	1%	3%	1%	2%	*	2%	1%	4%	4%	11% no
NET: 1-2 times	1570	618	360	258	553	295	261	167	94	292	128	164	74	184	326	232	65
	83%	84%	84%	83%	84%	85%	87%	87%	82%	83%	82%	80%	85%	85%	84%	79%	79%
NET: 5+	13	9	3	6	9	3	-	-	-	9	3	6	3	3	-	-	-
	1%	1%	1%	2% d	1% d	1%	-	-	-	3% bf	2% d	3% bf	3%	1%	-	-	-

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

QB5c1 How many times have you changed your provider for each of the following services in the last five years?
Fixed landline/ line rental

Base : All that ever switched this service

	Total	NON-SWITCHER SAMPLE GROUPS				
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC no negotiation (f)
Unweighted Base	1921	446	307	139	380	182
Weighted Base	1898	446	307	139	357	183*
Once	1213	293	205	88	254	136
	64%	66%	67%	63%	71%	75%
Twice	357	47	34	13	22	6
	19%	11% ^{se}	11% ^{se}	9%	6%	3%
Three or four times	124	11	6	5	3	3
	7%	2%	2%	4% ^{df}	1%	1%
Five times (i.e. every year)	10	2	-	2	-	-
	1%	*	-	1% ^{bd}	-	-
More than five times	3	1	-	1	-	-
	*	*	-	1%	-	-
Don't know/can't recall	191	92	62	30	78	38
	10%	21%	20%	22%	22%	21%
NET: 1-2 times	1570	340	239	101	276	143
	83%	76%	78%	73%	77%	78%
NET: 5+	13	3	-	3	-	-
	1%	1%	-	2% ^{bd}	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f
* small base

QB5c2 How many times have you changed your provider for each of the following services in the last five years?
Fixed broadband

Base : All that ever switched this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1892	1096	645	451	974	523	454	300	154	520	223	297	143	308	576	422	122
Weighted Base	1877	1096	645	451	974	523	454	300	154	520	223	297	143	308	576	422	122
Once	1189 63%	660 60%	394 61%	266 59%	592 61%	326 62%	285 63%	187 62%	98 64%	307 59%	139 62%	168 57%	75 52%	191 62%	353 61%	255 60%	68 56%
Twice	354 19%	290 26%	169 26%	121 27%	258 26%	137 26%	124 27%	84 28%	40 26%	134 26%	53 24%	81 27%	49 34% un	72 23%	156 27%	116 27%	32 26%
Three or four times	140 7%	117 11%	62 10%	55 12%	107 11%	52 10%	40 9%	27 9%	13 8%	67 13% f	25 11%	42 14% bf	15 10%	40 13%	50 9%	37 9%	10 8%
Five times (i.e. every year)	10 1%	6 1%	2 *	4 1% f	6 1%	2 *	- -	- -	- -	6 1% f	2 1% f	4 1% fg	1 1%	3 1%	- -	- -	- -
More than five times	4 *	3 *	2 *	1 *	2 *	1 *	- -	- -	- -	2 *	1 *	1 *	1 1%	- -	1 *	1 *	1 1%
Don't know/can't recall	180 10%	20 2%	16 2% dik	4 1%	9 1%	5 1%	5 1%	2 1%	3 2%	4 1%	3 1%	1 *	2 1%	2 1%	16 3%	13 3%	11 9% no
NET: 1-2 times	1543 82%	950 87%	563 87%	387 86%	850 87%	463 89%	409 90% dik	271 90% dk	138 90%	441 85%	192 86%	249 84%	124 87%	263 85%	509 88%	371 88%	100 82%
NET: 5+	14 1%	9 1%	4 1%	5 1% f	8 1%	3 1%	- -	- -	- -	8 2% fg	3 1% fg	5 2% fg	2 1%	3 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

QB5c2 How many times have you changed your provider for each of the following services in the last five years?
Fixed broadband

Base : All that ever switched this service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1892	737	428	309	656	347	301	193	108	355	154	201	92	217	382	274	81
Weighted Base	1877	737	428	309	656	347	301	193	108	355	154	201	92*	217	382	274	81*
Once	1189	424	249	175	382	207	175	111	64	207	96	111	43	132	217	153	42
	63%	58%	58%	57%	58%	60%	58%	58%	59%	58%	62%	55%	47%	61%	57%	56%	52%
Twice	354	191	111	80	167	87	84	55	29	83	32	51	32	48	108	79	24
	19%	26%	26%	26%	25%	25%	28%	28%	27%	23%	21%	25%	35%	22%	28%	29%	30%
Three or four times	140	97	52	45	90	45	37	25	12	53	20	33	13	32	44	32	7
	7%	13%	12%	15%	14%	13%	12%	13%	11%	15%	13%	16%	14%	15%	12%	12%	9%
Five times (i.e. every year)	10	6	2	4	6	2	-	-	-	6	2	4	1	3	-	-	-
	1%	1%	*	1%	1%	1%	-	-	-	2%	1%	2%	1%	1%	-	-	-
More than five times	4	2	1	1	2	1	-	-	-	2	1	1	1	-	-	-	-
	*	*	*	*	*	*	-	-	-	1%	1%	*	1%	-	-	-	-
Don't know/can't recall	180	17	13	4	9	5	5	2	3	4	3	1	2	2	13	10	8
	10%	2%	3%	1%	1%	1%	2%	1%	3%	1%	2%	*	2%	1%	3%	4%	10%
NET: 1-2 times	1543	615	360	255	549	294	259	166	93	290	128	162	75	180	325	232	66
	82%	83%	84%	83%	84%	85%	86%	86%	86%	82%	83%	81%	82%	83%	85%	85%	81%
NET: 5+	14	8	3	5	8	3	-	-	-	8	3	5	2	3	-	-	-
	1%	1%	1%	2%	1%	1%	-	-	-	2%	2%	2%	2%	1%	-	-	-

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

QB5c2 How many times have you changed your provider for each of the following services in the last five years?
Fixed broadband

Base : All that ever switched this service

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1892	431	292	139	365	177	188
Weighted Base	1877	431	292	139	350	185*	165
Once	1189	277	191	86	252	138	114
	63%	64%	65%	62%	72% cc	75% cc	69%
Twice	354	48	36	12	16	11	5
	19%	11% ddl	12% ddl	9%	5%	6%	3%
Three or four times	140	17	11	6	6	1	5
	7%	4%	4%	4% cc	2%	*	3%
Five times (i.e. every year)	10	4	-	4	-	-	-
	1%	1%	-	3% ddl	-	-	-
More than five times	4	1	-	1	*	*	-
	*	*	-	1%	*	*	-
Don't know/can't recall	180	84	54	30	76	35	41
	10%	19%	18%	22%	22%	19%	25%
NET: 1-2 times	1543	325	227	98	268	150	119
	82%	75%	78%	71%	77%	81%	72%
NET: 5+	14	5	-	5	*	*	-
	1%	1%	-	4% ddl	*	*	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f
 * small base

QB5c3 How many times have you changed your provider for each of the following services in the last five years?

Pay TV service

Base : All that ever switched this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1276	768	517	251	610	359	454	300	154	156	59	97	85	166	612	458	158
Weighted Base	1268	768	517	251	610	359	454	300	154	156	59*	97*	85*	166	612	458	158
Once	780	465	310	155	375	220	294	192	102	81	28	53	44	111	384	282	90
62%		61% dj	60%	62% dj	61% dj	61% dj	65% dj	64% dj	66% dj	52%	47%	55%	52%	67% d	63%	62%	57%
Twice	218	191	140	51	145	94	120	81	39	25	13	12	25	26	166	127	46
17%		25% dik	27% clik	20%	24% dik	26% dik	26% dik	27% dik	25% dik	16%	22%	12%	29% lm	16%	27%	28%	29%
Three or four times	67	61	47	14	45	31	35	25	10	10	6	4	2	12	51	41	16
5%		8%	9%	6%	7%	9%	8%	8%	6%	6%	10%	4%	2%	7%	8%	9%	10%
Five times (i.e. every year)	3	2	2	-	-	-	-	-	-	-	-	-	-	-	2	2	2
*		*	*	-	-	-	-	-	-	-	-	-	-	-	*	*	1%
More than five times	3	1	-	1	1	-	-	-	-	1	-	1	1	-	-	-	-
*		*	-	*	-	-	-	-	-	1%	-	1% d	1%	-	-	-	-
Don't know/can't recall	197	48	18	30	44	14	5	2	3	39	12	27	13	17	9	6	4
16%		6% bdfgh	3% fg	12% abdefgh	7% befgh	4% fg	1%	1%	2%	25% abcdefgh	20% abdefgh	28% abcdefgh	15%	10%	1%	1%	3%
NET: 1-2 times	998	656	450	206	520	314	414	273	141	106	41	65	69	137	550	409	136
79%		85% djk	87% djk	82% djk	85% djk	87% djk	91% abcdijk	91% acdijk	92% acdijk	68%	69%	67%	81%	83%	90%	89%	86%
NET: 5+	6	3	2	1	1	-	-	-	-	1	-	1	1	-	2	2	2
*		*	*	*	*	-	-	-	-	1%	-	1% d	1%	-	*	*	1%

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

QB5c3 How many times have you changed your provider for each of the following services in the last five years?

Pay TV service

Base : All that ever switched this service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1276	510	341	169	403	234	301	193	108	102	41	61	58	111	408	300	107
Weighted Base	1268	510	341	169	403	234	301	193	108	102	41*	61*	58*	111	408	300	107
Once	780	284	188	96	228	132	183	116	67	45	16	29	27	69	239	172	56
62%		56% aj	55%	57% aj	57% aj	56% aj	61% aj	60% aj	62% aj	44%	39%	48%	47%	62%	59%	57%	52%
Twice	218	133	96	37	99	62	81	52	29	18	10	8	18	19	115	86	34
17%		26% k	28% ak	22%	25% k	26% k	27% k	27% k	27% k	18%	24%	13%	31% am	17%	28%	29%	32%
Three or four times	67	51	39	12	40	28	32	23	9	8	5	3	2	10	43	34	11
5%		10%	11%	7%	10%	12%	11%	12%	8%	8%	12%	5%	3%	9%	11%	11%	10%
Five times (i.e. every year)	3	2	2	-	-	-	-	-	-	-	-	-	-	-	2	2	2
*		*	1%	-	-	-	-	-	-	-	-	-	-	-	*	1%	2%
More than five times	3	1	-	1	1	-	-	-	-	1	-	1	1	-	-	-	-
*		*	-	1%	*	-	-	-	-	1%	-	2% bl	2%	-	-	-	-
Don't know/can't recall	197	39	16	23	35	12	5	2	3	30	10	20	10	13	9	6	4
16%		8% fg	5% fg	14% abefgh	9% befgh	5% fg	2%	1%	3%	29% abcdefgh	24% abdefgh	33% abcdefgh	17%	12%	2%	2%	4%
NET: 1-2 times	998	417	284	133	327	194	264	168	96	63	26	37	45	88	354	258	90
79%		82% dijk	83% dijk	79% dijk	81% dijk	83% dijk	88% acdijk	87% cdijk	89% cdijk	62%	63%	61%	78%	79%	87%	86%	84%
NET: 5+	6	3	2	1	1	-	-	-	-	1	-	1	1	-	2	2	2
*		1%	1%	1%	1%	-	-	-	-	1%	-	2% l	2%	-	*	1%	2%

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

QB5c3 How many times have you changed your provider for each of the following services in the last five years?

Pay TV service

Base : All that ever switched this service

	Total	NON-SWITCHER SAMPLE GROUPS				
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC no negotiation (e)
Unweighted Base	1276	284	199	85	224	111
Weighted Base	1268	284	199	85*	216	113*
Once	780	171	125	46	144	76
	62%	60%	63%	54%	67%	66%
Twice	218	18	8	10	9	5
	17%	6%	4%	12% bd	4%	4%
Three or four times	67	6	5	1	*	*
	5%	2%	3%	1%	*	*
Five times (i.e. every year)	3	1	1	-	-	-
	*	*	1%	-	-	-
More than five times	3	2	1	1	-	-
	*	1%	1%	1%	-	-
Don't know/can't recall	197	86	59	27	63	32
	16%	30%	30%	32%	29%	28%
NET: 1-2 times	998	189	133	56	153	81
	79%	67%	67%	66%	71%	71%
NET: 5+	6	3	2	1	-	-
	*	1%	1%	1%	-	-

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

QB5c3 How many times have you changed your provider for each of the following services in the last five years? SUMMARY

Base : All that ever switched this service

	Fixed landline/ line rental	Fixed broadband	Pay TV service
Unweighted Base	1921	1892	1276
Weighted Base	1898	1877	1268
Once	1213 64%	1189 63%	780 62%
Twice	357 19%	354 19%	218 17%
Three or four times	124 7%	140 7%	67 5%
Five times (i.e. every year)	10 1%	10 1%	3 *
More than five times	3 *	4 *	3 *
Don't know/can't recall	191 10%	180 10%	197 16%
NET: 1-2 times	1570 83%	1543 82%	998 79%
NET: 5+	13 1%	14 1%	6 *

QB6_1: And thinking about the most recent time you changed your fixed landline/ line rental provider, which provider did you use previously for this service?

Base : All that switched this service in last 2 years

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1108	1047	596	451	974	523	454	300	154	520	223	297	143	308	527	373	73
Weighted Base	1107	1047	596	451	974	523	454	300	154	520	223	297	143	308	527	373	73*
Sky	268	261	205	56	250	194	164	164	-	86	30	56	23	33	175	175	11
	24%	25%chijk	34%acdhiijk	12%h	26%chijk	37%acdhiijk	36%acdhiijk	55%abcdefhiijk	-	17%sh	13%sh	19%ch	16%	11%	33%sp	47%np	15%
BT	262	232	81	151	207	56	89	17	72	118	39	79	49	102	114	42	25
	24%	22%beg	14%g	33%abdefgijk	21%beg	11%g	20%beg	6%	47%abcddefgijk	23%beg	17%eg	27%befgj	34%	33%	22%eo	11%	34%eno
Virgin Media	230	226	226	-	221	221	105	105	-	116	116	-	-	-	110	110	5
	21%	22%chk	38%acdthik	-	23%chk	42%acdthik	23%chk	35%acdthik	-	22%chk	52%abcdefghik	-	-	-	21%p	29%np	7%
TalkTalk	198	189	48	141	175	34	80	12	68	95	22	73	36	105	94	26	14
	18%	18%begj	8%g	31%abdefgijk	18%begj	7%	16%begj	4%	44%abcddefgijk	18%begj	10%g	25%abdefgj	25%	34%	18%eo	7%	19%eo
Plus Net	37	33	9	24	30	6	2	-	2	28	6	22	6	18	5	3	3
	3%	3%befg	2%g	5%abdefgh	3%efg	1%	*	-	1%g	5%abdefgh	3%fg	7%abdefghj	4%	6%	1%	1%	4%eno
EE (Everything Everywhere previously Orange)	34	33	8	25	29	4	6	1	5	23	3	20	13	12	10	5	4
	3%	3%befg	1%	6%abdefgj	3%beg	1%	1%	*	3%eg	4%befgj	1%	7%abdefgj	9%lm	4%	2%	1%	5%eo
Other	67	64	10	54	59	5	8	1	7	51	4	47	16	38	13	6	5
	6%	6%befgj	2%	12%abdefghj	6%befgj	1%	2%	*	5%beg	10%abdefghj	2%	16%abdefghj	11%	12%	2%	2%	7%eno
Don't know/don't recall	12	9	9	-	3	3	-	-	-	3	3	-	-	-	6	6	6
	1%	1%cf	2%cdfgk	-	*	1%	-	-	-	1%	1%cdfgk	-	-	-	1%	2%	8%eno
NET: OPENREACH	598	551	156	395	500	105	185	31	154	315	74	241	120	275	236	82	51
	54%	53%befgj	26%eg	68%abdefgijk	51%befgj	20%g	41%beg	10%	100%abcddefgijk	61%abdefgj	33%beg	61%abdefgj	84%	69%	45%eo	22%	70%eno

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

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Table 86

QB6_1: And thinking about the most recent time you changed your fixed landline/ line rental provider, which provider did you use previously for this service?

Base : All that switched this service in last 2 years

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1108	705	396	309	656	347	301	193	108	355	154	201	92	217	350	242	49
Weighted Base	1107	705	396	309	656	347	301	193	108	355	154	201	92*	217	350	242	49*
Sky	268	169	129	40	163	123	103	103	-	60	20	40	16	24	109	109	6
	24%	24% chij	33% acdhi jk	13% h	25% chij	35% acdhi jk	34% acdhi jk	53% abcd efghijk	-	17% h	13% h	20% ch	17%	11%	31% p	45% np	12%
BT	262	148	56	92	131	39	56	12	44	75	27	48	26	66	73	29	17
	24%	21% beg	14% g	30% ab defgij	20% beg	11%	19% eg	6%	41% abcd efghijk	21% beg	18% g	24% beg	28%	30%	21% eo	12%	35% no
Virgin Media	230	152	152	-	147	147	65	65	-	82	82	-	-	-	70	70	5
	21%	22% chk	38% acd fhik	-	22% chk	42% acd fhik	22% chk	34% acd fhik	-	23% chk	53% abcd efghik	-	-	-	20%	29% np	10%
TalkTalk	198	138	32	106	132	26	64	11	53	68	15	53	26	80	70	17	6
	18%	20% begj	8%	34% ab defgij	20% begj	7%	21% begj	6%	49% abcd efghijk	19% begj	10%	26% ab egj	28%	37%	20% eo	7%	12%
Plus Net	37	27	8	19	24	5	2	-	2	22	5	17	6	13	5	3	3
	3%	4% efg	2% g	6% befg	4% efg	1%	1%	-	2%	6% befg	3% fg	8% ab defghj	7%	6%	1%	1%	6% no
EE (Everything Everywhere previously Orange)	34	26	6	20	22	2	6	1	5	16	1	15	10	10	10	5	4
	3%	4% beg	2%	6% b defgj	3% eg	1%	2%	1%	5% egj	5% egj	1%	7% ab defgj	11% lm	5%	3%	2%	8% eo
Other	67	41	9	32	36	4	5	1	4	31	3	28	8	24	10	6	5
	6%	6% b efgj	2%	10% ab defghj	5% b efgj	1%	2%	1%	4% g	9% b defgj	2%	14% ab defghj	9%	11%	3%	2%	10% no
Don't know/don't recall	12	4	4	-	1	1	-	-	-	1	1	-	-	-	3	3	3
	1%	1%	1%	-	*	*	-	-	-	*	1%	-	-	-	1%	1%	8% no
NET: OPENREACH	598	380	111	269	345	76	133	25	108	212	51	161	76	193	168	60	35
	54%	54% b efgj	28% g	67% ab cd efghijk	53% b efgj	22% g	44% b egj	13%	100% abcd efghijk	60% b defgj	33% eg	80% ab defgj	83%	89%	48% eo	25%	71% no

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

QB6_1: And thinking about the most recent time you changed your fixed landline/ line rental provider, which provider did you use previously for this service?

Base : All that switched this service in last 2 years

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1108	47	34	13	14	9	5
Weighted Base	1107	47*	34*	13**	13**	8**	5**
Sky	268	6	4	2	1	1	-
	24%	13%	12%	15%	5%	8%	-
BT	262	22	13	9	8	4	4
	24%	47%	38%	69%	60%	47%	80%
Virgin Media	230	3	2	1	1	-	1
	21%	6%	6%	8%	8%	-	20%
TalkTalk	198	8	7	1	1	1	-
	18%	17%	21%	8%	9%	15%	-
Plus Net	37	4	4	-	-	-	-
	3%	9%	12%	-	-	-	-
EE (Everything Everywhere previously Orange)	34	1	1	-	-	-	-
	3%	2%	3%	-	-	-	-
Other	67	2	2	-	1	1	-
	6%	4%	6%	-	6%	10%	-
Don't know/don't recall	12	1	1	-	2	2	-
	1%	2%	3%	-	13%	21%	-
NET: OPENREACH	598	37	27	10	10	6	4
	54%	79%	79%	77%	75%	71%	80%

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

QB6_2: And thinking about the most recent time you changed your fixed broadband provider, which provider did you use previously for this service?

Base : All that switched this service in last 2 years

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1053	602	451	974	523	454	300	154	520	223	297	143	308	533	379	79
Weighted Base	1129	1053	602	451	974	523	454	300	154	520	223	297	143	308	533	379	79*
Sky	270	261	206	55	249	194	164	164	-	85	30	55	22	33	176	176	12
	24%	25%chijk	34%acdhiijk	12%h	26%chijk	37%acdhiijk	36%acdhiijk	55%abcdehijk	-	16%h	13%h	19%ch	15%	11%	33%cp	46%np	15%
Virgin Media	248	235	235	-	228	228	105	105	-	123	123	-	-	-	112	112	7
	22%	22%chk	39%acdhiik	-	23%chk	44%acdghiik	23%chk	35%acdhiik	-	24%chk	55%abcdehijk	-	-	-	21%cp	30%np	9%
BT	230	218	67	151	196	45	89	17	72	107	28	79	49	102	111	39	22
	20%	21%begj	11%g	33%abdefgijk	20%begj	9%	20%begj	6%	47%abcdehijk	21%begj	13%g	27%abdefgij	34%	33%	21%co	10%	28%o
TalkTalk	210	196	54	142	178	36	80	12	68	98	24	74	37	105	98	30	18
	19%	19%begj	9%g	31%abdefgij	18%begj	7%	18%begj	4%	44%abcdehijk	19%begj	11%g	25%abdefgij	26%	34%	18%co	8%	23%o
EE (Everything Everywhere previously Orange)	40	36	11	25	30	5	6	1	5	24	4	20	13	12	12	7	6
	4%	3%efg	2%	6%bdefg	3%efg	1%	1%	*	3%eg	5%bdefg	2%	7%abdefg	9%nm	4%	2%	2%	6%no
Plus Net	37	32	8	24	30	6	2	-	2	28	6	22	6	18	4	2	2
	3%	3%bdefg	1%g	5%abdefgh	3%bdefg	1%	*	-	1%g	5%abdefgh	3%fg	7%abdefghj	4%	6%	1%	1%	3%
Other	75	64	10	54	57	3	8	1	7	49	2	47	16	38	15	8	7
	7%	6%bdefg	2%	12%abdefghj	6%bdefg	1%	2%	*	5%begj	9%abdefg	1%	16%abdefghj	11%	12%	3%	2%	9%no
Don't know/don't recall	19	11	11	-	6	6	-	-	-	6	6	-	-	-	5	5	5
	2%	1%cf	2%cdfigk	-	1%cf	1%cf	-	-	-	1%cf	3%cdfighk	-	-	-	1%	1%	6%no
NET: OPENREACH	592	546	150	396	491	95	185	31	154	306	64	242	121	275	240	86	55
	52%	52%bdefg	25%eg	88%abdefgijk	50%bdefg	18%g	41%begj	10%	100%abcdehijk	59%abdefg	29%eg	81%abdefgij	85%	89%	45%co	23%	70%no

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

QB6_2: And thinking about the most recent time you changed your fixed broadband provider, which provider did you use previously for this service?

Base : All that switched this service in last 2 years

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	709	400	309	656	347	301	193	108	355	154	201	92	217	354	246	53
Weighted Base	1129	709	400	309	656	347	301	193	108	355	154	201	92*	217	354	246	53*
Sky	270	168	129	39	161	122	103	103	-	58	19	39	15	24	110	110	7
	24%	24%chij	32%acdhiijk	13%h	25%chij	35%acdhiijk	34%acdhiijk	53%abcdehijk	-	16%h	12%h	19%ch	16%	11%	31%cp	45%np	13%
Virgin Media	248	156	156	-	150	150	65	65	-	85	85	-	-	-	71	71	6
	22%	22%chk	39%acdhiijk	-	23%chk	43%acdhiijk	22%chk	34%acdhiijk	-	24%chk	55%abcdehijk	-	-	-	20%	29%np	11%
BT	230	139	47	92	124	32	56	12	44	68	20	48	26	66	71	27	15
	20%	20%beg	12%g	30%abdefgij	19%beg	9%	19%beg	6%	41%abcdehijk	19%beg	13%g	24%begj	28%	30%	20%o	11%	28%o
TalkTalk	210	146	39	107	136	29	64	11	53	72	18	54	27	80	74	21	10
	19%	21%begj	10%	35%abdefgij	21%begj	8%	21%begj	6%	49%abcdehijk	20%begj	12%g	27%begj	29%	37%	21%o	9%	19%o
EE (Everything Everywhere previously Orange)	40	27	7	20	23	3	6	1	5	17	2	15	10	10	10	5	4
	4%	4%eg	2%	6%bdefgj	4%eg	1%	2%	1%	5%eg	5%beg	1%	7%abdefgj	11%nm	5%	3%	2%	6%o
Plus Net	37	26	7	19	24	5	2	-	2	22	5	17	6	13	4	2	2
	3%	4%efg	2%	6%bdefgj	4%efg	1%	1%	-	2%	6%bdefgj	3%fg	8%abdefghj	7%	6%	1%	1%	4%
Other	75	40	8	32	34	2	5	1	4	29	1	28	8	24	11	7	6
	7%	6%bdefgj	2%	10%abdefghj	5%bdefgj	1%	2%	1%	4%eg	8%bdefgj	1%	14%abdefghj	9%	11%	3%	3%	11%no
Don't know/don't recall	19	7	7	-	4	4	-	-	-	4	4	-	-	-	3	3	3
	2%	1%	2%ef	-	1%	1%	-	-	-	1%	3%cdfgk	-	-	-	1%	1%	6%no
NET: OPENREACH	592	378	108	270	341	71	133	25	108	208	46	162	77	193	170	62	37
	52%	53%bdefgj	27%eg	87%abdefghijk	52%bdefgj	20%g	44%begj	13%	100%abcdehijk	59%bdefgj	30%eg	81%abdefghj	84%	89%	48%o	25%	70%no

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

QB6_2: And thinking about the most recent time you changed your fixed broadband provider, which provider did you use previously for this service?

Base : All that switched this service in last 2 years

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1132	53	38	15	26	15	11
Weighted Base	1129	53*	38*	15**	23**	14**	9**
Sky	270	8	3	5	1	-	1
	24%	15%	8%	33%	4%	-	9%
Virgin Media	248	7	5	2	6	4	2
	22%	13%	13%	13%	27%	27%	26%
BT	230	11	9	2	1	1	-
	20%	21%	24%	13%	5%	9%	-
TalkTalk	210	11	7	4	3	*	2
	19%	21%	18%	27%	12%	2%	28%
EE (Everything Everywhere previously Orange)	40	3	3	-	1	1	-
	4%	6%	8%	-	3%	5%	-
Plus Net	37	5	4	1	-	-	-
	3%	9%	11%	7%	-	-	-
Other	75	4	4	-	7	4	3
	7%	8%	11%	-	32%	30%	36%
Don't know/don't recall	19	4	3	1	4	4	-
	2%	8%	8%	7%	16%	27%	-
NET: OPENREACH	592	34	27	7	12	6	6
	52%	64%	71%	47%	54%	46%	65%

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

QB6_3: And thinking about the most recent time you changed your pay TV service provider, which provider did you use previously for this service?

Base : All that switched this service in last 2 years

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	743	710	500	210	552	342	454	300	154	98	42	56	67	143	612	458	158
Weighted Base	739	710	500	210	552	342	454	300	154	98*	42*	56*	67*	143	612	458	158
Sky	249	247	246	1	167	166	164	164	-	3	2	1	1	-	244	244	80
34%		35%chijk	49%acdfhijk	*	30%chijk	49%acdfhijk	36%cdhijk	55%acdfhijk	-	3%h	5%ch	2%	1%	-	40%	53%en	51%en
Virgin Media	209	209	202	7	143	136	105	105	-	38	31	7	3	4	171	171	66
28%		29%cfhk	40%acdfhk	3%h	26%chk	40%acdfhk	23%ch	35%cdfhk	-	39%cdfhk	74%abcdefgghk	13%ch	4%	3%	28%	37%en	42%en
BT	104	97	21	76	95	19	89	17	72	6	2	4	25	51	91	19	2
14%		14%begj	4%	36%abdefgijk	17%begj	6%	20%abegijk	6%	47%abcdefgijk	6%	5%	7%	37%	36%	15%op	4%	1%
TalkTalk	87	86	17	69	84	15	80	12	68	4	3	1	19	50	82	14	2
12%		12%begik	3%	33%abdefgijk	15%begik	4%	18%abegik	4%	44%abcdefgijk	4%	7%	2%	28%	35%	13%op	3%	1%
EE (Everything Everywhere previously Orange)	9	8	2	6	7	1	6	1	5	1	-	1	2	4	7	2	1
1%		1%	*	3%beg	1%	*	1%	*	3%beg	1%	-	2%	3%	3%	1%	*	1%
Plus Net	4	3	1	2	2	-	2	-	2	-	-	-	-	2	3	1	1
1%		*	*	1%	*	-	*	-	1%eg	-	-	-	-	1%	*	*	1%
Other	41	34	8	26	28	2	8	1	7	20	1	19	9	17	14	7	6
6%		5%befg	2%	12%abdefgh	5%befg	1%	2%	*	5%beg	20%abdefgh	2%	34%abdefgh	13%	12%	2%	2%	4%
Don't know/don't recall	35	26	3	23	26	3	-	-	-	26	3	23	8	15	-	-	-
5%		4%befgh	1%	11%abdefgh	5%befgh	1% ^f	-	-	-	27%abdefgh	7%befgh	41%abdefgh	12%	10%	-	-	-
NET: OPENREACH	245	228	49	179	216	37	185	31	154	31	6	25	55	124	197	43	12
33%		32%begj	10%	85%abdefgijk	39%abegj	11%	41%abegj	10%	100%abdefgijk	32%begj	14%	45%begj	82%	87%	32%op	9%	8%

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

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Table 92

QB6_3: And thinking about the most recent time you changed your pay TV service provider, which provider did you use previously for this service?

Base : All that switched this service in last 2 years

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT V (n)	Triple CPS & SAPT V CPS (o)	SAPT V CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	743	472	329	143	365	222	301	193	108	64	29	35	47	96	408	300	107
Weighted Base	739	472	329	143	365	222	301	193	108	64*	29**	35*	47*	96*	408	300	107
Sky	249	159	158	1	105	104	103	103	-	2	1	1	1	-	157	157	54
	34%	34%chik	48%acdfhik	1%	29%chik	47%acdfhik	34%chik	53%acdfhik	-	3%	3%	3%	2%	-	38%	52%n	50%n
Virgin Media	209	139	133	6	92	86	65	65	-	27	21	6	3	3	112	112	47
	28%	29%cfh	40%acdfhk	4%h	25%ch	39%acdfhk	22%ch	34%cdfh	-	42%acdfhk	72%	17%ch	6%	3%	27%	37%n	44%n
BT	104	59	12	47	59	12	56	12	44	3	-	3	14	33	56	12	-
	14%	13%beg	4%	33%abdefgik	16%begl	5%	19%abegl	6%	41%abdefgik	5%	-	9%	30%	34%	14%op	4%p	-
TalkTalk	87	68	14	54	68	14	64	11	53	4	3	1	16	38	64	11	-
	12%	14%beg	4%	38%abdefgik	19%begik	6%	21%abegik	6%	49%abdefgik	6%	10%	3%	34%	40%	16%op	4%p	-
EE (Everything Everywhere previously Orange)	9	8	2	6	7	1	6	1	5	1	-	1	2	4	7	2	1
	1%	2%	1%	4%beg	2%	*	2%	1%	5%beg	2%	-	3%	4%	4%	2%	1%	1%
Plus Net	4	3	1	2	2	-	2	-	2	-	-	-	-	2	3	1	1
	1%	1%	*	1%	1%	-	1%	-	2%e	-	-	-	-	2%	1%	*	1%
Other	41	20	6	14	16	2	5	1	4	11	1	10	6	8	9	5	4
	6%	4%efg	2%	10%abdefg	4%efg	1%	2%	1%	4%g	17%abdefgh	3%	29%abcdefgh	13%	8%	2%	2%	4%
Don't know/don't recall	35	16	3	13	16	3	-	-	-	16	3	13	5	8	-	-	-
	5%	3%bfq	1%	9%abdefgh	4%befgh	1%f	-	-	-	25%abcdefgh	10%	37%abcdefgh	11%	8%	-	-	-
NET: OPENREACH	245	158	35	123	152	29	133	25	108	19	4	15	38	85	139	31	6
	33%	33%beg	11%	86%abdefgik	42%abeg	13%	44%abegl	13%	100%abcdefgik	30%beg	14%	43%beg	81%	89%	34%op	10%	6%

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

QB6_3: And thinking about the most recent time you changed your pay TV service provider, which provider did you use previously for this service?

Base : All that switched this service in last 2 years

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	743	19	15	4	14	9	5
Weighted Base	739	19**	15**	4**	10**	7**	4**
Sky	249	2	2	-	-	-	-
	34%	11%	13%	-	-	-	-
Virgin Media	209	-	-	-	*	*	-
	28%	-	-	-	4%	6%	-
BT	104	5	3	2	2	2	-
	14%	26%	20%	50%	24%	36%	-
TalkTalk	87	1	1	-	-	-	-
	12%	5%	7%	-	-	-	-
EE (Everything Everywhere previously Orange)	9	1	1	-	-	-	-
	1%	5%	7%	-	-	-	-
Plus Net	4	1	1	-	-	-	-
	1%	5%	7%	-	-	-	-
Other	41	4	3	1	3	1	2
	6%	21%	20%	25%	29%	17%	52%
Don't know/don't recall	35	5	4	1	4	3	2
	5%	26%	27%	25%	43%	41%	48%
NET: OPENREACH	245	12	9	3	5	4	2
	33%	63%	60%	75%	53%	53%	52%

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

QB6_3: And thinking about the most recent time you changed, which provider did you use previously for this service?

Base : All that switched each service in last 2 years

	Fixed landline/ line rental	Fixed broadband	Pay TV service
Unweighted Base	1108	1132	743
Weighted Base	1107	1129	739
BT	262 24%	230 20%	104 14%
EE (Everything Everywhere previously Orange)	34 3%	40 4%	9 1%
Sky	268 24%	270 24%	249 34%
TalkTalk	198 18%	210 19%	87 12%
Virgin Media	230 21%	248 22%	209 28%
Plus Net	37 3%	37 3%	4 1%
Other	67 6%	75 7%	41 6%
Don't know/don't recall	12 1%	19 2%	35 5%
NET: OPENREACH	598 54%	592 52%	245 33%

QB6 Switched services from QB3 at the same time

Base : All that switched a service in past two years

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
fixed landline/line rental	1107 44%	1047 92% ^{ab}	596 88%	451 100% ^{ab}	974 100% ^{ab}	523 100% ^{ab}	454 100% ^{ab}	300 100% ^{ab}	154 100% ^{ab}	520 100% ^{ab}	223 100% ^{ab}	297 100% ^{ab}	143 100%	308 100%	527 86% ^{op}	373 81% ^{ap}	73 46%
fixed broadband	1129 45%	1053 93% ^{ab}	602 88%	451 100% ^{ab}	974 100% ^{ab}	523 100% ^{ab}	454 100% ^{ab}	300 100% ^{ab}	154 100% ^{ab}	520 100% ^{ab}	223 100% ^{ab}	297 100% ^{ab}	143 100%	308 100%	533 87% ^{op}	379 83% ^{ap}	79 50%
pay tv service	739 29%	710 63% ^{cdijk}	500 73% ^{acdeijk}	210 47% ^{ijk}	552 57% ^{cijk}	342 65% ^{cdijk}	454 100% ^{abcdeijk}	300 100% ^{abcdeijk}	154 100% ^{abcdeijk}	98 19%	42 19%	56 19%	67 47%	143 46%	612 100%	458 100%	158 100%
None of These Classifications Apply	1276 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Table 96

QB6 Switched services from QB3 at the same time

Base : All that switched a service in past two years

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
fixed landline/line	1107	705	396	309	656	347	301	193	108	355	154	201	92	217	350	242	49
rental	44%	92% b	87%	100% ab	100% ab	100% ab	100% ab	100% ab	100% ab	100% ab	100% ab	100% ab	100%	100%	86% cp	81% ap	46%
fixed broadband	1129	709	400	309	656	347	301	193	108	355	154	201	92	217	354	246	53
	45%	93% b	88%	100% ab	100% ab	100% ab	100% ab	100% ab	100% ab	100% ab	100% ab	100% ab	100%	100%	87% cp	82% ap	50%
pay tv service	739	472	329	143	365	222	301	193	108	64	29	35	47	96	408	300	107
	29%	62% cdijk	72% acdeijk	46% ijk	56% cdijk	64% cdijk	100% abcdeijk	100% abcdeijk	100% abcdeijk	18%	19%	17%	51%	44%	100%	100%	100%
None of These	1276	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Classifications Apply	50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QB6 Switched services from QB3 at the same time

Base : All that switched a service in past two years

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339
Weighted Base	2529	699	466	233	698	342
fixed landline/line rental	1107	47	34	13	13	8
	44%	7% def	7% def	6% df	2%	2%
fixed broadband	1129	53	38	15	23	14
	45%	8% df	8% df	6% f	3%	4%
pay tv service	739	19	15	4	10	7
	29%	3%	3%	2%	1%	2%
None of These Classifications Apply	1276	617	408	209	659	320
	50%	88%	88%	90%	94% abc	93% ab

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/f

QB7c1 For each service, which of the following applies to your household?
Fixed landline/line rental

Base : All that have not switched this service in past 2 years

	Total	LAST 2 YEAR SWITCHERS										Cancel		PAY TV		
		Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)				
Unweighted Base	1362	65	65	-	-	-	-	-	-	-	-	-	-	65	65	65
Weighted Base	1355	65*	65*	65*	65*	65*
Considered and actively started looking at changing provider in the last 12 months but decided not to	552 41%	15 23%	15 23%	-	-	-	-	-	-	-	-	-	-	15 23%	15 23%	15 23%
Currently considering changing provider (i.e. actively looking at alternatives now)	54 4%	10 15%	10 15%	-	-	-	-	-	-	-	-	-	-	10 15%	10 15%	10 15%
Considered changing provider in the last 12 months, but did not start looking and decided not to change provider	97 7%	10 15%	10 15%	-	-	-	-	-	-	-	-	-	-	10 15%	10 15%	10 15%
Have not considered changing provider in the last 12 months	652 48%	30 46%	30 46%	-	-	-	-	-	-	-	-	-	-	30 46%	30 46%	30 46%

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

QB7c1 For each service, which of the following applies to your household?
Fixed landline/line rental

Base : All that have not switched this service in past 2 years

	Total	LAST 12 MONTH SWITCHERS										Cancel		PAY TV		
		Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)				
Unweighted Base	1362	43	43	-	-	-	-	-	-	-	-	-	-	43	43	43
Weighted Base	1355	43*	43*	43*	43*	43*
Considered and actively started looking at changing provider in the last 12 months but decided not to	552 41%	9 21%	9 21%	-	-	-	-	-	-	-	-	-	-	9 21%	9 21%	9 21%
Currently considering changing provider (i.e. actively looking at alternatives now)	54 4%	8 19%	8 19%	-	-	-	-	-	-	-	-	-	-	8 19%	8 19%	8 19%
Considered changing provider in the last 12 months, but did not start looking and decided not to change provider	97 7%	5 12%	5 12%	-	-	-	-	-	-	-	-	-	-	5 12%	5 12%	5 12%
Have not considered changing provider in the last 12 months	652 48%	21 49%	21 49%	-	-	-	-	-	-	-	-	-	-	21 49%	21 49%	21 49%

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

QB7c1 For each service, which of the following applies to your household?
Fixed landline/line rental

Base : All that have not switched this service in past 2 years

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1362	636	419	217	661	314	347
Weighted Base	1355	636	419	217	654	314	340
Considered and actively started looking at changing provider in the last 12 months but decided not to	552 41%	537 84% cdef	364 87% cdef	173 80% cdef	-	-	-
Currently considering changing provider (i.e. actively looking at alternatives now)	54 4%	23 4%	12 3%	11 5% d	21 3%	16 5% d	5 1%
Considered changing provider in the last 12 months, but did not start looking and decided not to change provider	97 7%	8 1%	7 2%	1 *	79 12% abc	49 16% abcf	29 9% abc
Have not considered changing provider in the last 12 months	652 48%	68 11%	36 9%	32 15% b	554 85% abc	248 79% abc	306 90% abce

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

QB7c2 For each service, which of the following applies to your household?
Fixed broadband

Base : All that have not switched this service in past 2 years

	Total	LAST 2 YEAR SWITCHERS										Cancel		PAY TV		
		Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)				
Unweighted Base	1324	57	57	-	-	-	-	-	-	-	-	-	-	57	57	57
Weighted Base	1319	57*	57*	57*	57*	57*
Considered and actively started looking at changing provider in the last 12 months but decided not to	546 41%	10 18%	10 18%	-	-	-	-	-	-	-	-	-	-	10 18%	10 18%	10 18%
Currently considering changing provider (i.e. actively looking at alternatives now)	60 5%	10 18%	10 18%	-	-	-	-	-	-	-	-	-	-	10 18%	10 18%	10 18%
Considered changing provider in the last 12 months, but did not start looking and decided not to change provider	107 8%	10 18%	10 18%	-	-	-	-	-	-	-	-	-	-	10 18%	10 18%	10 18%
Have not considered changing provider in the last 12 months	606 46%	27 47%	27 47%	-	-	-	-	-	-	-	-	-	-	27 47%	27 47%	27 47%

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

QB7c2 For each service, which of the following applies to your household?
Fixed broadband

Base : All that have not switched this service in past 2 years

	Total	LAST 12 MONTH SWITCHERS										Cancel		PAY TV		
		Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)				
Unweighted Base	1324	38	38	-	-	-	-	-	-	-	-	-	-	38	38	38
Weighted Base	1319	38*	38*	38*	38*	38*
Considered and actively started looking at changing provider in the last 12 months but decided not to	546 41%	8 21%	8 21%	-	-	-	-	-	-	-	-	-	-	8 21%	8 21%	8 21%
Currently considering changing provider (i.e. actively looking at alternatives now)	60 5%	6 16%	6 16%	-	-	-	-	-	-	-	-	-	-	6 16%	6 16%	6 16%
Considered changing provider in the last 12 months, but did not start looking and decided not to change provider	107 8%	6 16%	6 16%	-	-	-	-	-	-	-	-	-	-	6 16%	6 16%	6 16%
Have not considered changing provider in the last 12 months	606 46%	18 47%	18 47%	-	-	-	-	-	-	-	-	-	-	18 47%	18 47%	18 47%

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

QB7c2 For each service, which of the following applies to your household?
Fixed broadband

Base : All that have not switched this service in past 2 years

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1324	625	411	214	642	303	339
Weighted Base	1319	625	411	214	637	305	333
Considered and actively started looking at changing provider in the last 12 months but decided not to	546 41%	536 86%def	358 87%def	178 83%def	-	-	-
Currently considering changing provider (i.e. actively looking at alternatives now)	60 5%	29 5%	17 4%	12 6%	21 3%	14 5%	7 2%
Considered changing provider in the last 12 months, but did not start looking and decided not to change provider	107 8%	13 2%	9 2%	4 2%	84 13%abc	57 19%abcf	28 8%abc
Have not considered changing provider in the last 12 months	606 46%	47 8%	27 7%	20 9%	532 83%abc	234 77%abc	298 90%abce

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

QB7c3 For each service, which of the following applies to your household?

Pay TV service

Base : All that have not switched this service in past 2 years

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1096	131	35	96	131	35	-	-	-	131	35	96	33	63	-	-	-
Weighted Base	1106	131	35*	96*	131	35*	..**	..**	..**	131	35*	96*	33*	63*	..**	..**	..**
Considered and actively started looking at changing provider in the last 12 months but decided not to	384 35%	25 19%	7 20%	18 19%	25 19%	7 20%	-	-	-	25 19%	7 20%	18 19%	8 24%	10 16%	-	-	-
Currently considering changing provider (i.e. actively looking at alternatives now)	53 5%	19 15%	5 14%	14 15%	19 15%	5 14%	-	-	-	19 15%	5 14%	14 15%	6 18%	8 13%	-	-	-
Considered changing provider in the last 12 months, but did not start looking and decided not to change provider	104 9%	10 8%	3 9%	7 7%	10 8%	3 9%	-	-	-	10 8%	3 9%	7 7%	3 9%	4 6%	-	-	-
Have not considered changing provider in the last 12 months	565 51%	77 59%	20 57%	57 59%	77 59%	20 57%	-	-	-	77 59%	20 57%	57 59%	16 48%	41 65%	-	-	-

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

QB7c3 For each service, which of the following applies to your household?

Pay TV service

Base : All that have not switched this service in past 2 years

	Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	1096	88	22	66	88	22	-	-	-	88	22	66	17	49	-	-	-	
Weighted Base	1106	88*	22**	66*	88*	22**	..**	..**	..**	88*	22**	66*	17**	49*	..**	..**	..**	
Considered and actively started looking at changing provider in the last 12 months but decided not to	384 35%	16 18%	4 18%	12 18%	16 18%	4 18%	-	-	-	16 18%	4 18%	12 18%	5 29%	7 14%	-	-	-	
Currently considering changing provider (i.e. actively looking at alternatives now)	53 5%	12 14%	4 18%	8 12%	12 14%	4 18%	-	-	-	12 14%	4 18%	8 12%	3 18%	5 10%	-	-	-	
Considered changing provider in the last 12 months, but did not start looking and decided not to change provider	104 9%	7 8%	2 9%	5 8%	7 8%	2 9%	-	-	-	7 8%	2 9%	5 8%	1 6%	4 8%	-	-	-	
Have not considered changing provider in the last 12 months	565 51%	53 60%	12 55%	41 62%	53 60%	12 55%	-	-	-	53 60%	12 55%	41 62%	8 47%	33 67%	-	-	-	

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

QB7c3 For each service, which of the following applies to your household?

Pay TV service

Base : All that have not switched this service in past 2 years

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1096	481	325	156	484	235	249
Weighted Base	1106	481	325	156	494	243	250
Considered and actively started looking at changing provider in the last 12 months but decided not to	384 35%	359 75% cdef	256 79% cdef	103 66% cde	-	-	-
Currently considering changing provider (i.e. actively looking at alternatives now)	53 5%	19 4%	9 3%	10 6% e	15 3%	3 1%	12 5%
Considered changing provider in the last 12 months, but did not start looking and decided not to change provider	104 9%	20 4%	13 4%	7 4%	74 15% abc	43 18% abc	31 12% abc
Have not considered changing provider in the last 12 months	565 51%	83 17%	47 14%	36 23% b	405 82% abc	197 81% abc	208 83% abc

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

QB7c3 For each service, which of the following applies to your household? SUMMARY

Base : All that have not switched each service in past 2 years

	Fixed landline/ line rental	Fixed broadband	Pay TV service
Unweighted Base	1362	1324	1096
Weighted Base	1355	1319	1106
Considered and actively started looking at changing provider in the last 12 months but decided not to	552 41%	546 41%	384 35%
Currently considering changing provider (i.e. actively looking at alternatives now)	54 4%	60 5%	53 5%
Considered changing provider in the last 12 months, but did not start looking and decided not to change provider	97 7%	107 8%	104 9%
Have not considered changing provider in the last 12 months	652 48%	606 46%	565 51%

QB8_1 Are any of the following relevant to the most recent time you switched your - fixed landline/ line rental communications providers?

Base : All that switched this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1047	1047	596	451	974	523	454	300	154	520	223	297	143	308	527	373	73
Weighted Base	1047	1047	596	451	974	523	454	300	154	520	223	297	143	308	527	373	73*
Switched at same time as I moved home	10 7%	10 1%	10 2%	-	1 *	1 *	1 *	1 *	-	-	-	-	-	-	10 2%	10 3%	9 12%
I didn't choose to switch, but I was a customer of Virgin Media National (i.e. not Virgin Media's cable service) and	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	1001 96%	1001 96%	560 94%	441 98% ^a _b	942 97% ^b _b	501 96%	439 97% ^b _b	288 96%	151 98% ^a _b	503 97% ^b _b	213 96%	290 98% ^a _b	140 98%	301 98%	498 94% ^a _p	347 93% ^a _p	59 81%
Don't know/don't recall	36 3%	36 3%	26 4%	10 2%	31 3%	21 4%	14 3%	11 4%	3 2%	17 3%	10 4%	7 2%	3 2%	7 2%	19 4%	16 4%	5 7%

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

QB8_1 Are any of the following relevant to the most recent time you switched your - fixed landline/ line rental communications providers?

Base : All that switched this service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1047	705	396	309	656	347	301	193	108	355	154	201	92	217	350	242	49
Weighted Base	1047	705	396	309	656	347	301	193	108	355	154	201	92*	217	350	242	49*
Switched at same time as I moved home	10 1%	7 1%	7 2% ^{cd}	-	1 *	1 *	1 *	1 1%	-	-	-	-	-	-	7 2%	7 3%	6 12% ^{no}
I didn't choose to switch, but I was a customer of Virgin Media National (i.e. not Virgin Media's cable service) and	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	1001 96%	670 95%	369 93%	301 97% ^{ab}	632 96% ^{ab}	331 95%	292 97% ^{ab}	185 96%	107 99% ^{ab}	340 96%	146 95%	194 97%	90 98%	211 97%	330 94% ^{ap}	223 92% ^{ap}	38 78%
Don't know/don't recall	36 3%	28 4%	20 5%	8 3%	23 4%	15 4%	8 3%	7 4%	1 1%	15 4%	8 5%	7 3%	2 2%	6 3%	13 4%	12 5%	5 10% ⁿ

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

QB8_1 Are any of the following relevant to the most recent time you switched your - fixed landline/ line rental communications providers?

Base : All that switched this service

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1047	-	-	-	-	-	-
Weighted Base	1047	..**	..**	..**	..**	..**	..**
Switched at same time as I moved home	10 7%	-	-	-	-	-	-
I didn't choose to switch, but I was a customer of Virgin Media National (i.e. not Virgin Media's cable service) and	-	-	-	-	-	-	-
None of these	1001 96%	-	-	-	-	-	-
Don't know/don't recall	36 3%	-	-	-	-	-	-

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

QB8_2 Are any of the following relevant to the most recent time you switched your - fixed broadband communications providers?

Base : All that switched this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1053	1053	602	451	974	523	454	300	154	520	223	297	143	308	533	379	79
Weighted Base	1053	1053	602	451	974	523	454	300	154	520	223	297	143	308	533	379	79*
Switched at same time as I moved home	11 7%	11 1%	11 2%	-	1 *	1 *	1 *	1 *	-	-	-	-	-	-	11 2%	11 3%	10 13%
I didn't choose to switch, but I was a customer of Virgin Media National (i.e. not Virgin Media's cable service) and	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I had to get a code from my previous broadband provider and give it to my new broadband provider, i.e. a MAC (Migration)	15 7%	15 1%	15 2%	-	-	-	-	-	-	-	-	-	-	-	15 3%	15 4%	15 19%
None of these	910 86%	910 86%	508 84%	402 89% ^b	866 89% ^b	464 89% ^b	411 91% ^{ab}	272 91% ^b	139 90%	455 88%	192 86%	263 89%	119 83%	283 92% ^d	455 85% ^{cp}	316 83% ^p	44 56%
Don't know/don't recall	117 11%	117 11%	68 11%	49 11%	107 11%	58 11%	42 9%	27 9%	15 10%	65 13%	31 14%	34 11%	24 17% ^m	25 8%	52 10%	37 10%	10 13%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
* small base

QB8_2 Are any of the following relevant to the most recent time you switched your - fixed broadband communications providers?

Base : All that switched this service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1053	709	400	309	656	347	301	193	108	355	154	201	92	217	354	246	53
Weighted Base	1053	709	400	309	656	347	301	193	108	355	154	201	92*	217	354	246	53*
Switched at same time as I moved home	11 1%	8 1%	8 2%	- cd	1 e	1 f	1 g	1 h	- i	- j	- k	- l	- m	- n	8 2%	8 3%	7 13%
I didn't choose to switch, but I was a customer of Virgin Media National (i.e. not Virgin Media's cable service) and	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
I had to get a code from my previous broadband provider and give it to my new broadband provider, i.e. a MAC (Migration)	15 1%	9 1%	9 2%	- cd	- e	- f	- g	- h	- i	- j	- k	- l	- m	- n	9 3%	9 4%	9 17%
None of these	910 86%	612 86%	337 84%	275 89%	583 89%	308 89%	274 91%	176 91%	98 91%	309 87%	132 86%	177 88%	74 80%	201 93%	303 86%	205 83%	29 55%
Don't know/don't recall	117 11%	80 11%	46 12%	34 11%	72 11%	38 11%	26 9%	16 8%	10 9%	46 13%	22 14%	24 12%	18 20%	16 7%	34 10%	24 10%	8 15%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
* small base

QB8_2 Are any of the following relevant to the most recent time you switched your - fixed broadband communications providers?

Base : All that switched this service

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1053	-	-	-	-	-	-
Weighted Base	1053	..**	..**	..**	..**	..**	..**
Switched at same time as I moved home	11 1%	-	-	-	-	-	-
I didn't choose to switch, but I was a customer of Virgin Media National (i.e. not Virgin Media's cable service) and	- -	-	-	-	-	-	-
I had to get a code from my previous broadband provider and give it to my new broadband provider, i.e. a MAC (Migration)	15 1%	-	-	-	-	-	-
None of these	910 86%	-	-	-	-	-	-
Don't know/don't recall	117 11%	-	-	-	-	-	-

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

QB8_3 Are any of the following relevant to the most recent time you switched your - pay TV service communications providers?

Base : All that switched this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	710	710	500	210	552	342	454	300	154	98	42	56	67	143	612	458	158
Weighted Base	710	710	500	210	552	342	454	300	154	98*	42*	56*	67*	143	612	458	158
Switched at same time as I moved home	4 1%	4 1%	1 *	3 1%ab	4 1%	1 *	1 *	1 *	-	3 3%abdefgh	-	3 5%abdefgh	1 1%	2 1%	1 *	1 *	-
I didn't choose to switch, but I was a customer of Virgin Media National (i.e. not Virgin Media's cable service) and	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	667 94%	667 94%ik	473 95%ik	194 92%ik	519 94%ik	325 95%ik	434 96%ik	285 95%ik	149 97%ik	85 87%	40 95%ik	45 80%	63 94%	131 92%	582 95%	433 95%	148 94%
Don't know/don't recall	39 5%	39 5%	26 5%	13 6%	29 5%	16 5%	19 4%	14 5%	5 3%	10 10%efgh	2 5%	8 14%abdefgh	3 4%	10 7%	29 5%	24 5%	10 6%

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

QB8_3 Are any of the following relevant to the most recent time you switched your - pay TV service communications providers?

Base : All that switched this service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	710	472	329	143	365	222	301	193	108	64	29	35	47	96	408	300	107
Weighted Base	710	472	329	143	365	222	301	193	108	64*	29**	35*	47*	96*	408	300	107
Switched at same time as I moved home	4 1%	4 1%	1 *	3 2%	4 1%	1 *	1 *	1 1%	-	3 5% abdefgh	-	3 9% abdefgh	1 2%	2 2%	1 *	1 *	-
I didn't choose to switch, but I was a customer of Virgin Media National (i.e. not Virgin Media's cable service) and	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	667 94%	444 94% ijk	313 95% ijk	131 92% jk	343 94% ijk	212 95% ijk	289 96% ijk	184 95% ijk	105 97% ijk	54 84%	28 97%	26 74%	44 94%	87 91%	390 96%	285 95%	101 94%
Don't know/don't recall	39 5%	24 5%	15 5%	9 6%	18 5%	9 4%	11 4%	8 4%	3 3%	7 11% befgh	1 3%	6 17% abdefgh	2 4%	7 7%	17 4%	14 5%	6 6%

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

QB8_3 Are any of the following relevant to the most recent time you switched your - pay TV service communications providers?

Base : All that switched this service

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	710	-	-	-	-	-	-
Weighted Base	710	..**	..**	..**	..**	..**	..**
Switched at same time as I moved home	4 7%	-	-	-	-	-	-
I didn't choose to switch, but I was a customer of Virgin Media National (i.e. not Virgin Media's cable service) and	-	-	-	-	-	-	-
None of these	667 94%	-	-	-	-	-	-
Don't know/don't recall	39 5%	-	-	-	-	-	-

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

QB9 Looking at the following services, for which, if any, have you changed provider in the last 2 years?

Base : All

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Electricity or gas	942	498	290	208	436	228	209	140	69	227	88	139	59	149	271	202	62
	37%	44%	43%	46%	45%	44%	46%	47%	45%	44%	39%	47%	41%	48%	44%	44%	39%
Mobile phone	714	389	264	125	320	195	164	119	45	156	76	80	44	81	233	188	69
	28%	34% cdk	39% cdhik	28%	33%	37% cdk	36% cdk	40% cdhik	29%	30%	34%	27%	31%	26%	38%	41%	44%
Bank account	355	174	104	70	146	76	71	47	24	75	29	46	23	47	99	75	28
	14%	15%	15%	16%	15%	15%	16%	16%	16%	14%	13%	15%	16%	15%	16%	16%	18%
None of these	1089	397	232	165	348	183	156	99	57	192	84	108	56	109	205	148	49
	43%	35%	34%	37%	36%	35%	34%	33%	37%	37%	38%	36%	39%	35%	33%	32%	31%

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

QB9 Looking at the following services, for which, if any, have you changed provider in the last 2 years?

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Electricity or gas	942	338	194	144	296	152	139	90	49	157	62	95	39	105	181	132	42
	37%	44%	43%	47%	45%	44%	46%	47%	45%	44%	40%	47%	42%	48%	44%	44%	39%
Mobile phone	714	280	196	84	229	145	119	88	31	110	57	53	30	54	170	139	51
	28%	37%ck	43%acdnhik	27%	35%ck	42%cdhik	40%chik	46%acdnhik	29%	31%	37%ck	26%	33%	25%	42%	46%	48%
Bank account	355	116	66	50	98	48	48	29	19	50	19	31	18	32	66	47	18
	14%	15%	15%	16%	15%	14%	16%	15%	18%	14%	12%	15%	20%	15%	16%	16%	17%
None of these	1089	261	145	116	231	115	101	59	42	130	56	74	35	81	131	89	30
	43%	34%	32%	38%	35%	33%	34%	31%	39%	37%	36%	37%	38%	37%	32%	30%	28%

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

QB9 Looking at the following services, for which, if any, have you changed provider in the last 2 years?

Base : All

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339
Weighted Base	2529	699	466	233	698	342
Electricity or gas	942	278	200	78	166	90
	37%	40% ^{cdef}	43% ^{cdef}	33% ^d	24%	26%
Mobile phone	714	197	145	52	128	73
	28%	28% ^d	31% ^{cdef}	22%	18%	21%
Bank account	355	117	83	34	64	39
	14%	17% ^d	18% ^{def}	15% ^d	9%	11%
None of these	1089	268	164	104	424	198
	43%	38%	35%	45% ^b	61% ^{abc}	58% ^{abc}

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

QB9 Looking at the following services, for which, if any, have you changed provider in the last 2 years?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Electricity or gas	498	498	290	208	436	228	209	140	69	227	88	139	59	149	271	202	62
	44%	44%	43%	46%	45%	44%	46%	47%	45%	44%	39%	47%	41%	48%	44%	44%	39%
Mobile phone	389	389	264	125	320	195	164	119	45	156	76	80	44	81	233	188	69
	34%	34% cdk	39% cdhik	28%	33%	37% cdk	36% cdk	40% cdhik	29%	30%	34%	27%	31%	26%	38%	41%	44%
Bank account	174	174	104	70	146	76	71	47	24	75	29	46	23	47	99	75	28
	15%	15%	15%	16%	15%	15%	16%	16%	16%	14%	13%	15%	16%	15%	16%	16%	18%
None of these	397	397	232	165	348	183	156	99	57	192	84	108	56	109	205	148	49
	35%	35%	34%	37%	36%	35%	34%	33%	37%	37%	38%	36%	39%	35%	33%	32%	31%

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

QB9 Looking at the following services, for which, if any, have you changed provider in the last 2 years?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Electricity or gas	498	338	194	144	296	152	139	90	49	157	62	95	39	105	181	132	42
	44%	44%	43%	47%	45%	44%	46%	47%	45%	44%	40%	47%	42%	48%	44%	44%	39%
Mobile phone	389	280	196	84	229	145	119	88	31	110	57	53	30	54	170	139	51
	34%	37%ck	43%acdnhik	27%	35%ck	42%cdhik	40%chik	46%acdnhik	29%	31%	37%ck	26%	33%	25%	42%	46%	48%
Bank account	174	116	66	50	98	48	48	29	19	50	19	31	18	32	66	47	18
	15%	15%	15%	16%	15%	14%	16%	15%	18%	14%	12%	15%	20%	15%	16%	16%	17%
None of these	397	261	145	116	231	115	101	59	42	130	56	74	35	81	131	89	30
	35%	34%	32%	38%	35%	33%	34%	31%	39%	37%	36%	37%	38%	37%	32%	30%	28%

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

QB9 Looking at the following services, for which, if any, have you changed provider in the last 2 years?

Base : All who decided not to switch

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	466	233	-	-	-
Weighted Base	699	466	233
Electricity or gas	278	200	78	-	-	-
	40%	43% ^c	33%	-	-	-
Mobile phone	197	145	52	-	-	-
	28%	31% ^c	22%	-	-	-
Bank account	117	83	34	-	-	-
	17%	18%	15%	-	-	-
None of these	268	164	104	-	-	-
	38%	35%	45% ^b	-	-	-

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

QB9 Looking at the following services, for which, if any, have you changed provider in the last 2 years?

Base : All NS NAC

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	698	339	359
Weighted Base	698	698	342	356
Electricity or gas	166	-	-	166	90	76
	24%	-	-	24%	26%	21%
Mobile phone	128	-	-	128	73	55
	18%	-	-	18%	21%	15%
Bank account	64	-	-	64	39	26
	9%	-	-	9%	11%	7%
None of these	424	-	-	424	198	226
	61%	-	-	61%	58%	64%

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

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samplegroup: This stores the sample group assigned

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
CPS PTV standalone switch	158	158	158	-	-	-	-	-	-	-	-	-	-	-	158	158	158
6%		14% cdefghijk	23% acdefghijk	-	-	-	-	-	-	-	-	-	-	-	26%	34% n	100% no
CPS Triple Play to Triple Play	215	215	215	-	215	215	215	215	-	-	-	-	-	-	215	215	-
9%		19% chijk	32% acdhiijk	-	22% chijk	41% abcdhijk	47% abcdhijk	72% abcdhijk	-	-	-	-	-	-	35% p	47% np	-
CPS Dual Play to Dual Play	223	223	223	-	223	223	-	-	-	223	223	-	-	-	-	-	-
9%		20% cfghk	33% acdfghk	-	23% cfghk	43% abdfghk	-	-	-	43% abdfghk	100% abdfghk	-	-	-	-	-	-
CPS/ORS Triple Play to Triple Play	85	85	85	-	85	85	85	85	-	-	-	-	-	-	85	85	-
3%		8% chijk	12% acdhiijk	-	9% chijk	16% acdhiijk	19% abcdhijk	29% abdfhijk	-	-	-	-	-	-	14% p	19% np	-
ORS Triple Play to Triple Play	154	154	-	154	154	-	154	-	154	-	-	-	46	108	154	-	-
6%		14% begijk	-	34% abdegijk	16% begijk	-	34% abdegijk	-	100% abdegijk	-	-	-	32%	35%	25% op	-	-
ORS Dual Play to Dual Play	297	297	-	297	297	-	-	-	-	297	-	297	97	200	-	-	-
12%		26% befghi	-	66% abdefghi	30% abefghi	-	-	-	-	57% abdefghi	-	100% abdefghi	68%	65%	-	-	-
Decided not to	699	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
28%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NS NAC	698	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
28%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Table 125

samplegroup: This stores the sample group assigned

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
CPS PTV standalone switch	158	107	107	-	-	-	-	-	-	-	-	-	-	-	107	107	107
	6%	14% cdefghijk	24% acdefghijk	-	-	-	-	-	-	-	-	-	-	-	26%	36% n	100% no
CPS Triple Play to Triple Play	215	135	135	-	135	135	135	135	-	-	-	-	-	-	135	135	-
	9%	18% chijk	30% acdhiijk	-	21% chijk	39% abcdhijk	45% abcdhijk	70% abcdhijk	-	-	-	-	-	-	33% p	45% np	-
CPS Dual Play to Dual Play	223	154	154	-	154	154	-	-	-	154	154	-	-	-	-	-	-
	9%	20% cfghk	34% acdghk	-	23% cfghk	44% abcdghk	-	-	-	43% abcdghk	100% abcdghk	-	-	-	-	-	-
CPS/ORS Triple Play to Triple Play	85	58	58	-	58	58	58	58	-	-	-	-	-	-	58	58	-
	3%	8% chijk	13% acdhiijk	-	9% chijk	17% acdhiijk	19% abcdhijk	30% abcdhijk	-	-	-	-	-	-	14% p	19% p	-
ORS Triple Play to Triple Play	154	108	-	108	108	-	108	-	108	-	-	-	32	76	108	-	-
	6%	14% begijk	-	35% abdegijk	16% begijk	-	36% abdegijk	-	100% abdegijk	-	-	-	35%	35%	26% op	-	-
ORS Dual Play to Dual Play	297	201	-	201	201	-	-	-	-	201	-	201	60	141	-	-	-
	12%	26% befghi	-	65% abdegijh	31% befghi	-	-	-	-	57% abdegih	-	100% abdegijh	65%	65%	-	-	-
Decided not to	699	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NS NAC	698	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
* small base

samplegroup: This stores the sample group assigned

Base : All

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	359
Weighted Base	2529	699	466	233	698	356
CPS PTV standalone	158	-	-	-	-	-
switch	6%	-	-	-	-	-
CPS Triple Play to	215	-	-	-	-	-
Triple Play	9%	-	-	-	-	-
CPS Dual Play to Dual	223	-	-	-	-	-
Play	9%	-	-	-	-	-
CPS/ORS Triple Play to	85	-	-	-	-	-
Triple Play	3%	-	-	-	-	-
ORS Triple Play to	154	-	-	-	-	-
Triple Play	6%	-	-	-	-	-
ORS Dual Play to Dual	297	-	-	-	-	-
Play	12%	-	-	-	-	-
Decided not to	699	699	466	233	-	-
	28%	100%def	100%def	100%def	-	-
NS NAC	698	-	-	698	342	356
	28%	-	-	100%abc	100%abc	100%abc

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

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Table 127

**QC1A When you last changed your provider(s) did you...?
Compare what different providers were offering**

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups										Cancel		PAY TV			
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Yes	942	942	570	372	813	441	382	260	122	431	181	250	121	251	511	389	129
	83%	83%	84%	82%	83%	84%	84%	87% ^{dh}	79%	83%	81%	84%	85%	81%	83%	85%	82%
No	190	190	111	79	161	82	72	40	32	89	42	47	22	57	101	69	29
	17%	17%	16%	18%	17%	16%	16%	13%	21% ^{qg}	17%	19%	16%	15%	19%	17%	15%	18%

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

QC1A When you last changed your provider(s) did you...?
Compare what different providers were offering

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	942	631	375	256	541	285	253	167	86	288	118	170	79	177	343	257	90
	83%	83%	83%	83%	82%	82%	84%	87%	80%	81%	77%	85%	86%	82%	84%	86%	84%
No	190	132	79	53	115	62	48	26	22	67	36	31	13	40	65	43	17
	17%	17%	17%	17%	18%	18%	16%	13%	20%	19%	23%	15%	14%	18%	16%	14%	16%

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

QC1A When you last changed your provider(s) did you...?
Find out what you need to do in order to switch

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups										Cancel		PAY TV			
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Yes	898	898	531	367	770	403	366	242	124	404	161	243	128	239	494	370	128
	79%	79%	78%	81%	79%	77%	81%	81%	81%	78%	72%	82%	90%	78%	81%	81%	81%
No	234	234	150	84	204	120	88	58	30	116	62	54	15	69	118	88	30
	21%	21%	22%	19%	21%	23%	19%	19%	19%	22%	28%	18%	10%	22%	19%	19%	19%

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

QC1A When you last changed your provider(s) did you...?
Find out what you need to do in order to switch

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	898	597	348	249	513	264	244	158	86	269	106	163	83	166	328	242	84
	79%	78% _{kl}	77%	81% _{kl}	78% _{kl}	76%	81% _{kl}	82% _{kl}	80%	76%	69%	81% _{kl}	90% _{lm}	76%	80%	81%	79%
No	234	166	106	60	143	83	57	35	22	86	48	38	9	51	80	58	23
	21%	22%	23%	19%	22%	24%	19%	18%	20%	24%	31% _{acdflgk}	19%	10%	24% _{kl}	20%	19%	21%

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

QC1A When you last changed your provider(s) did you...?
Leave your contract early / before the end of your minimum contract period

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Yes	220	220	125	95	196	101	113	59	54	83	42	41	28	67	137	83	24
	19%	19% ^{kl}	18%	21% ^{kl}	20% ^{kl}	19% ^{kl}	25% ^{abdekl}	20%	35% ^{abcdekl}	16%	19%	14%	20%	22%	22% ^p	18%	15%
No	912	912	556	356	778	422	341	241	100	437	181	256	115	241	475	375	134
	81%	81% ^{fh}	82% ^{fh}	79% ^h	80% ^{fh}	81% ^{fh}	75% ^h	80% ^h	65%	84% ^{cdfh}	81% ^h	86% ^{acdefh}	80%	78%	78%	82%	85% ^{nl}

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

QC1A When you last changed your provider(s) did you...?
Leave your contract early / before the end of your minimum contract period

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple CPS & SAPTV CPS		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	220	161	93	68	144	76	84	41	43	60	35	25	18	50	101	58	17
	19%	21% k	20% k	22% k	22% k	22% k	28% abdik	21% k	40% abcdefgijk	17%	23% k	12%	20%	23%	25%	19%	16%
No	912	602	361	241	512	271	217	152	65	295	119	176	74	167	307	242	90
	81%	79% fh	80% fh	78% h	78% fh	78% h	72% h	79% h	60%	83% fh	77% h	88% abcdefghj	80%	77%	75%	81%	84%

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

QC1A When you last changed your provider(s) did you...?
Contact your previous provider

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Yes	713	460	253	595	342	292	202	90	303	140	163	128	125	410	320	118	
	63%	63% ^{ck}	68% ^{acdthik}	56%	61%	65% ^{clik}	64% ^{ck}	67% ^{clik}	58%	58%	63%	90% ^{lm}	41%	67%	70%	75%	
No	419	221	198	379	181	162	98	64	217	83	134	15	183	202	138	40	
	37%	37% ^b	32%	44% ^{abefg}	39% ^b	35%	36%	33%	42% ^b	42% ^{beg}	37%	45% ^{abefg}	10%	59% ^l	33%	30%	25%

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

QC1A When you last changed your provider(s) did you...?
Contact your previous provider

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	713	487	314	173	406	233	197	136	61	209	97	112	85	88	278	217	81
	63%	64% ck	69% cdhik	56%	62%	67% chik	65% ck	70% cdhik	56%	59%	63%	56%	92% lm	41%	68%	72%	76%
No	419	276	140	136	250	114	104	57	47	146	57	89	7	129	130	83	26
	37%	36%	31%	44% abefg	38% bg	33%	35%	30%	44% ubeg	41% beg	37%	44% abefg	8%	59% l	32%	28%	24%

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

QC1A When you last changed your provider(s) did you...?
Need to set up a new online account

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Yes	770 68%	770 68%	457 67%	313 69%	678 70%	365 70%	334 74% ^a _{bij}	223 74% ^a _{bij}	111 72%	344 66%	142 64%	202 68%	98 69%	215 70%	426 70% ^a _p	315 69% ^a _p	92 58%
No	362 32%	362 32% ^a _{fg}	224 33% ^a _{fg}	138 31%	296 30%	158 30%	120 26%	77 26%	43 28%	176 34% ^a _{fg}	81 36% ^a _{fg}	95 32%	45 31%	93 30%	186 30%	143 31%	66 42% ^a _{no}

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

QC1A When you last changed your provider(s) did you...?
Need to set up a new online account

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107	
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107	
Yes	770 68%	532 70%	307 68%	225 73% ^q	468 71% ^j	243 70%	231 77% ^{abij}	146 76% ^{dbij}	85 79% ^{dbij}	237 67%	97 63%	140 70%	65 71%	160 74%	295 72% ^{ap}	210 70%	64 60%	
No	362 32%	231 30% ^d	147 32% ^{dgh}	84 27%	188 29%	104 30%	70 23%	47 24%	23 21%	118 33% ^{dgh}	57 37% ^{cdtgh}	61 30%	27 29%	57 26%	113 28%	90 30%	43 40% ⁿ	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
* small base

QC1A When you last changed your provider(s) did you...?
Experience your previous provider trying to persuade you to stay

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Yes	668	668	439	229	557	328	284	202	82	273	126	147	91	138	395	313	111
	59%	59%cdik	64%acdhiik	51%	57%ck	63%cdhik	63%chik	67%acdhiik	53%	53%	57%	49%	64%lm	45%	65%	68%	70%
No	464	464	242	222	417	195	170	98	72	247	97	150	52	170	217	145	47
	41%	41%bq	36%	49%abdefg	43%beg	37%	37%	33%	47%abefg	48%abefg	43%bg	51%abdefg	36%	55%l	35%	32%	30%

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

QC1A When you last changed your provider(s) did you...?
Experience your previous provider trying to persuade you to stay

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	668	443	291	152	365	213	181	128	53	184	85	99	62	90	259	206	78
	59%	58%ck	64%acd <h>hik</h>	49%	56%	61%chik	60%chik	66%acd <h>hik</h>	49%	52%	55%	49%	67%lm	41%	63%	69%	73%
No	464	320	163	157	291	134	120	65	55	171	69	102	30	127	149	94	29
	41%	42%bg	36%	51%abefg	44%bg	39%	40%	34%	51%abefg	48%befg	45%g	51%abefg	33%	59%l	37%	31%	27%

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

QC1A When you last changed your provider(s) did you...?
Try to negotiate a better deal with your previous provider

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Yes	439	279	160	367	207	197	134	63	170	73	97	62	98	269	206	72	
	39%	39% ^d	41% ^{dijk}	35%	38%	40% ^{ik}	43% ^{cdijk}	45% ^{cdijk}	41%	33%	33%	33%	43% ^m	32%	44%	45%	46%
No	693	402	291	607	316	257	166	91	350	150	200	81	210	343	252	86	
	61%	61%	59%	65% ^{lfg}	62% ^{lfg}	60%	57%	55%	59%	67% ^{abefg}	67% ^{bfg}	67% ^{befg}	57%	68% ^l	56%	55%	54%

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

QC1A When you last changed your provider(s) did you...?
Try to negotiate a better deal with your previous provider

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	439	292	188	104	238	134	129	88	41	109	46	63	38	66	183	142	54
	39%	38% ^{aj}	41% ^{cdijk}	34%	36%	39% ⁱ	43% ^{cdijk}	46% ^{cdijk}	38%	31%	30%	31%	41%	30%	45%	47%	50%
No	693	471	266	205	418	213	172	105	67	246	108	138	54	151	225	158	53
	61%	62%	59%	66% ^{abfg}	64% ^g	61%	57%	54%	62%	69% ^{abefg}	70% ^{abfg}	69% ^{bfg}	59%	70%	55%	53%	50%

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

QC1A When you last changed your provider(s) did you...?

Pay an initial connection or other start-up fee, costs set top box to new provider etc.

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS														
		Switcher Sample groups										Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Yes	479	281	198	411	213	198	117	81	213	96	117	68	130	266	185	68
	42%	41%	44%	42%	41%	44%	39%	53% ^a _{abdegik}	41%	43%	39%	48%	42%	43%	40%	43%
No	653	400	253	563	310	256	183	73	307	127	180	75	178	346	273	90
	58%	58% ^h	59% ^h	56%	58% ^h	59% ^h	56%	61% ^h	47%	59% ^h	57%	52%	58%	57%	60%	57%

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

QC1A When you last changed your provider(s) did you...?

Pay an initial connection or other start-up fee, costs set top box to new provider etc.

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107	
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107	
Yes	479	338	198	140	291	151	143	84	59	148	67	81	47	93	190	131	47	
	42%	44%	44%	45%	44%	44%	48%	44%	55%abdeik	42%	44%	40%	51%	43%	47%	44%	44%	
No	653	425	256	169	365	196	158	109	49	207	87	120	45	124	218	169	60	
	58%	56%h	56%h	55%	56%h	56%h	52%	56%	45%	58%h	56%	60%h	49%	57%	53%	56%	56%	

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

J22086 Ofcom Triple Play 2015

QC1A When you last changed your provider(s) did you...?
Choose the date you wanted to start using your service(s)

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Yes	785	511	274	667	393	332	230	102	335	163	172	100	174	450	348	118	
	69%	69%cdik	75%acdhi	61%	68%ck	75%acdhik	73%cdik	77%acdhik	66%	64%	73%cdik	58%	70%lm	74%	76%	75%	
No	347	170	177	307	130	122	70	52	185	60	125	43	134	162	110	40	
	31%	31%beg	25%	39%abdefgj	32%beg	25%	27%	23%	34%beg	36%abefgj	27%	42%abdefgj	30%	44%l	26%	24%	25%

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

QC1A When you last changed your provider(s) did you...?
Choose the date you wanted to start using your service(s)

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	785	517	344	173	437	264	222	152	70	215	112	103	64	109	302	232	80
	69%	68%cdik	76%acdhi	56%	67%ck	76%acdhi	74%cdik	79%acdhi	65%k	61%k	73%cdik	51%	70%lm	50%	74%	77%	75%
No	347	246	110	136	219	83	79	41	38	140	42	98	28	108	106	68	27
	31%	32%beg	24%	44%abdefgj	33%abefgj	24%	26%	21%	35%abeg	39%abefgj	27%	49%abdefghij	30%	50%l	26%	23%	25%

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

QC1A When you last changed your provider(s) did you...?
Have to return previous provider's equipment

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Yes	311	221	90	272	182	149	97	52	123	85	38	34	56	188	136	39	
	27%	27% ^{ck}	32% ^{acdik}	20% ^{ck}	28% ^{ck}	35% ^{acdik}	33% ^{acik}	32% ^{cik}	34% ^{cik}	24% ^{ck}	38% ^{acdik}	13%	24%	18%	31%	30%	25%
No	821	460	361	702	341	305	203	102	397	138	259	109	252	424	322	119	
	73%	73% ^{befj}	68%	80% ^{abdefghj}	72% ^{befj}	65%	67%	68%	66%	76% ^{befghj}	62%	87% ^{abdefghj}	76%	82%	69%	70%	75%

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

J22086 Ofcom Triple Play 2015

QC1A When you last changed your provider(s) did you...?
Have to return previous provider's equipment

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	311	215	152	63	187	124	105	69	36	82	55	27	25	38	133	97	28
	27%	28% ck	33% clik	20% k	29% ck	36% acdik	35% acdik	36% acik	33% clik	23% k	36% clik	13%	27%	18%	33%	32%	26%
No	821	548	302	246	469	223	196	124	72	273	99	174	67	179	275	203	79
	73%	72% efg	67%	80% abdefghj	71% ef	64%	65%	64%	67%	77% befghj	64%	87% abcdefghij	73%	82%	67%	68%	74%

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

QC1A When you last changed your provider(s) did you...?

Lose specific benefits or stored content, e.g. film programmes or specific channels which came with previous package

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Yes	326	237	89	267	178	186	138	48	81	40	41	44	45	245	197	59	
	29%	29%cdijk	35%acdijk	20%k	27%cijjk	34%acdijk	41%abcdehijk	46%abcdehijk	31%cdijk	16%	18%	14%	31%lm	15%	40%	43%	37%
No	806	444	362	707	345	268	162	106	439	183	256	99	263	367	261	99	
	71%	71%befg	65%fg	80%abdefgh	73%befg	66%fg	59%	54%	69%fg	84%abdefgh	82%abdefgh	86%abcdehijk	69%	85%l	60%	57%	63%

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

QC1A When you last changed your provider(s) did you...?

Lose specific benefits or stored content, e.g. film programmes or specific channels which came with previous package

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	326	218	160	58	176	118	121	91	30	55	27	28	30	28	163	133	42
	29%	29%cdijk	35%acdijk	19%	27%cdijk	34%cdijk	40%acdhiijk	47%abcdehiijk	28%cdijk	15%	18%	14%	33%lm	13%	40%	44%	39%
No	806	545	294	251	480	229	180	102	78	300	127	173	62	189	245	167	65
	71%	71%bfg	65%g	81%abdefgh	73%bfg	66%g	60%	53%	72%fg	85%abdefgh	82%abdefgh	86%abdefgh	67%	87%l	60%	56%	61%

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

QC1A When you last changed your provider(s) did you...?
Experience other devices/products you own not working with the new service

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Yes	148	148	96	52	117	65	63	40	23	54	25	29	18	34	94	71	31
	13%	13%	14%	12%	12%	12%	14%	13%	15%	10%	11%	10%	13%	11%	15%	16%	20%
No	984	984	585	399	857	458	391	260	131	466	198	268	125	274	518	387	127
	87%	87%	86%	88%	88%	88%	86%	87%	85%	90%	89%	90%	87%	89%	85%	84%	80%

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

QC1A When you last changed your provider(s) did you...?
Experience other devices/products you own not working with the new service

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS															
		Switcher Sample groups										Cancel		PAY TV			
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	148	103	64	39	82	43	42	25	17	40	18	22	14	25	63	46	21
	13%	13%	14%	13%	13%	12%	14%	13%	16%	11%	12%	11%	15%	12%	15%	15%	20%
No	984	660	390	270	574	304	259	168	91	315	136	179	78	192	345	254	86
	87%	87%	86%	87%	88%	88%	86%	87%	84%	89%	88%	89%	85%	88%	85%	85%	80%

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

QC1A When you last changed your provider(s) did you...?
Receive any unexpected bills/charges from your previous provider

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS														
		Switcher Sample groups										Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Yes	270	157	113	238	125	130	78	52	108	47	61	41	72	162	110	32
	24%	23%	25%	24%	24%	23%abijk	26%	34%abcdeijk	21%	21%	21%	29%	23%	26%	24%	20%
No	862	524	338	736	398	324	222	102	412	176	236	102	236	450	348	126
	76%	76%h	77%h	75%h	76%h	71%	74%	66%	79%h	79%h	79%h	71%	77%	74%	76%	80%

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

QC1A When you last changed your provider(s) did you...?
Receive any unexpected bills/charges from your previous provider

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	270	197	113	84	174	90	94	58	36	80	32	48	31	53	117	81	23
	24%	26%	25%	27%	27%	26%	31% ^{aij}	30%	33% ^{aij}	23%	21%	24%	34%	24%	29%	27%	21%
No	862	566	341	225	482	257	207	135	72	275	122	153	61	164	291	219	84
	76%	74%	75%	73%	73%	74%	69%	70%	67%	77% ^{dh}	79% ^{dh}	76%	66%	76%	71%	73%	79%

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

QC1A When you last changed your provider(s) did you...?
Have equipment installed by the new provider i.e. engineer visit

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT (o)	SAPT (p)
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Yes	672	489	183	568	385	322	224	98	246	161	85	67	116	426	328	104	
	59%	59%cdik	72%acdhi	41%k	58%ciik	74%acdhik	71%acdik	75%acdhik	64%cdik	47%ck	72%acdik	29%	47%	38%	70%	72%	66%
No	460	192	268	406	138	132	76	56	274	62	212	76	192	186	130	54	
	41%	41%bdefgij	28%	59%abdefghij	42%bdefgij	26%	29%	25%	36%ubeg	53%abdefghij	28%	71%abdefghij	53%	62%	30%	28%	34%

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

QC1A When you last changed your provider(s) did you...?
Have equipment installed by the new provider i.e. engineer visit

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107	
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107	
Yes	672	438	326	112	372	260	209	144	65	163	116	47	37	75	275	210	66	
	59%	57%cdik	72%acdhi	36%k	57%cdik	75%acdhi	69%acdik	75%acdhi	60%cdik	46%cdk	75%acdhi	23%	40%	35%	67%	70%	62%	
No	460	325	128	197	284	87	92	49	43	192	38	154	55	142	133	90	41	
	41%	43%bdefgij	28%	64%abdefghij	43%bdefgij	25%	31%	25%	40%begj	54%abdefghj	25%	77%abcdefghij	60%	65%	33%	30%	38%	

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

QC1A When you last changed your provider(s) did you...?

Install any new equipment yourself/by someone in the household e.g. router, set top box

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Yes	678	678	338	340	594	254	256	145	111	338	109	229	114	226	340	229	84
	60%	60%begj	50%	75%abdefgij	61%begj	49%	56%begj	48%	72%abdefgj	65%abefgj	49%	77%abdefgj	80%	73%	56%	50%	53%
No	454	454	343	111	380	269	198	155	43	182	114	68	29	82	272	229	74
	40%	40%chik	50%acd fhik	25%	39%chk	51%acd fhik	44%chik	52%acd fhik	28%	35%ck	51%acd fhik	23%	20%	27%	44%	50%	47%

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

QC1A When you last changed your provider(s) did you...?

Install any new equipment yourself/by someone in the household e.g. router, set top box

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107	
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107	
Yes	678	477	235	242	417	175	184	100	84	233	75	158	76	166	244	160	60	
	60%	63%begj	52%	78%abdefgj	64%begj	50%	61%begj	52%	78%abdefgj	66%begj	49%	79%abdefgj	83%	76%	60%	53%	56%	
No	454	286	219	67	239	172	117	93	24	122	79	43	16	51	164	140	47	
	40%	37%chk	48%acdfhik	22%	36%chk	50%acdfhik	39%chk	48%acdfhik	22%	34%chk	51%acdfhik	21%	17%	24%	40%	47%	44%	

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

QC1A When you last changed your provider(s) did you...?
Keep/transfer your phone number

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Yes	699	699	349	350	699	349	317	196	121	382	153	229	108	242	317	196	-	
	62%	62% ^b	51%	78% ^{cabdefgj}	72% ^{abeg}	67% ^{ab}	70% ^{ab}	65% ^{ab}	79% ^{cabefgj}	73% ^{abeg}	69% ^{ab}	77% ^{cabefgj}	76%	79%	52% ^{op}	43% ^p	-	
No	275	275	174	101	275	174	137	104	33	138	70	68	35	66	137	104	-	
	24%	24%	26%	22%	28% ^{ac}	33% ^{abcdhik}	30% ^{achk}	35% ^{abcdhik}	21%	27%	31% ^{achk}	23%	24%	21%	22% ^{op}	23% ^p	-	
Did not switch landline	158	158	158	-	-	-	-	-	-	-	-	-	-	-	158	158	158	
	14%	14% ^{cdefghijk}	23% ^{acdefghijk}	-	-	-	-	-	-	-	-	-	-	-	26%	34% ⁿ	100% ^{no}	

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

QC1A When you last changed your provider(s) did you...?
Keep/transfer your phone number

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107	
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107	
Yes	699	467	229	238	467	229	205	122	83	262	107	155	66	172	205	122	-	
	62%	61% ^b	50%	77% ^{abefg}	71% ^{abg}	66% ^b	68% ^{ab}	63% ^b	77% ^{abeg}	74% ^{abeg}	69% ^b	77% ^{abefg}	72%	79%	50% ^{op}	41% ^p	-	
No	275	189	118	71	189	118	96	71	25	93	47	46	26	45	96	71	-	
	24%	25%	26%	23%	29%	34% ^{abchik}	32% ^{ack}	37% ^{abcdhik}	23%	26%	31%	23%	28%	21%	24% ^p	24% ^p	-	
Did not switch landline	158	107	107	-	-	-	-	-	-	-	-	-	-	-	107	107	107	
	14%	14% ^{cdefghijk}	24% ^{acdefghijk}	-	-	-	-	-	-	-	-	-	-	-	26%	36% ⁿ	100% ^{no}	

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

QC1A When you last changed your provider(s) did you...?
Keep/transfer your phone number

Base : All switchers that switched landline (for their switching group)

	Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	974	974	523	451	974	523	454	300	154	520	223	297	143	308	454	300	-	
Weighted Base	974	974	523	451	974	523	454	300	154	520	223	297	143	308	454	300	**	
Yes	699	699	349	350	699	349	317	196	121	382	153	229	108	242	317	196	-	
	72%	72% bdeq	67%	78% abdefgj	72% bdeq	67%	70%	65%	79% abefgj	73% bdeq	69%	77% befgj	76%	79%	70%	65%	-	
No	275	275	174	101	275	174	137	104	33	138	70	68	35	66	137	104	-	
	28%	28% c	33% acdhiik	22%	28% c	33% acdhiik	30% chki	35% acdhiik	21%	27%	31% chki	23%	24%	21%	30%	35%	-	

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

QC1A When you last changed your provider(s) did you...?
Keep/transfer your phone number

Base : All switchers that switched landline (for their switching group)

	Total	LAST 12 MONTH SWITCHERS															
		Switcher Sample groups										Cancel		PAY TV			
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	974	656	347	309	656	347	301	193	108	355	154	201	92	217	301	193	-
Weighted Base	974	656	347	309	656	347	301	193	108	355	154	201	92*	217	301	193	**
Yes	699	467	229	238	467	229	205	122	83	262	107	155	66	172	205	122	-
	72%	71% ^g	66%	77% ^{befg}	71% ^g	66%	68%	63%	77% ^{befg}	74% ^{beg}	69%	77% ^{befg}	72%	79%	68%	63%	-
No	275	189	118	71	189	118	96	71	25	93	47	46	26	45	96	71	-
	28%	29%	34% ^{chik}	23%	29%	34% ^{chik}	32% ^{ck}	37% ^{sacdnhik}	23%	26%	31%	23%	28%	21%	32%	37%	-

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

QC1A When you last changed your provider(s) did you...?

Find out that you had to pay any disconnection charge(s) to your previous provider

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups										Cancel		PAY TV			
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Yes	254	254	148	106	220	114	111	68	43	109	46	63	34	72	145	102	34
	22%	22%	24%	23%	22%	24%	23%	28%	21%	21%	21%	24%	23%	24%	22%	22%	
No	878	878	533	345	754	409	343	232	111	411	177	234	109	236	467	356	124
	78%	78%	78%	76%	77%	78%	76%	77%	72%	79%	79%	79%	76%	77%	76%	78%	78%

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

QC1A When you last changed your provider(s) did you...?

Find out that you had to pay any disconnection charge(s) to your previous provider

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS															
		Switcher Sample groups										Cancel		PAY TV			
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	254	178	103	75	153	78	78	43	35	75	35	40	21	54	103	68	25
	22%	23%	23%	24%	23%	22%	26%	22%	32%abdeik	21%	23%	20%	23%	25%	25%	23%	23%
No	878	585	351	234	503	269	223	150	73	280	119	161	71	163	305	232	82
	78%	77%h	77%h	76%	77%h	76%h	74%	78%	68%	79%h	77%	80%h	77%	75%	75%	77%	77%

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

QC1A When you last changed your provider(s) did you...?
Find out that you had to pay a charge for not returning equipment

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Yes	159	108	51	129	78	78	49	29	51	29	22	14	37	108	79	30	
	14%	14% ^{kl}	16% ^{clik}	11%	13% ^{kl}	15% ^{kl}	17% ^{cdik}	16% ^{clik}	19% ^{cdik}	10%	13% ^{kl}	10%	12%	18%	17%	19%	
No	973	573	400	845	445	376	251	125	469	194	275	129	271	504	379	128	
	86%	86%	84%	89% ^{ubfgh}	87% ^l	85%	83%	84%	81%	90% ^{abefgh}	87%	93% ^{abdefghj}	90%	88%	82%	83%	81%

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

QC1A When you last changed your provider(s) did you...?
Find out that you had to pay a charge for not returning equipment

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	159	111	75	36	90	54	55	35	20	35	19	16	11	25	76	56	21
	14%	15% <i>kl</i>	17% <i>kl</i>	12%	14% <i>kl</i>	16% <i>kl</i>	18% <i>clik</i>	18% <i>clik</i>	19% <i>kl</i>	10%	12%	8%	12%	12%	19%	19%	20%
No	973	652	379	273	566	293	246	158	88	320	135	185	81	192	332	244	86
	86%	85%	83%	88% <i>lfg</i>	86%	84%	82%	82%	81%	90% <i>abefgh</i>	88%	92% <i>abdefgh</i>	88%	88%	81%	81%	80%

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

QC1A When you last changed your provider(s) did you...?
Have to get permission to install new equipment (e.g. cables, satellite etc.)

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Yes	103	103	75	28	79	51	41	27	14	38	24	8	20	65	51	24	
	9%	9% k	11% cdik	6%	8% k	10% ck	9% k	9% k	9%	7%	11% ck	5%	6%	6%	11%	11%	15%
No	1029	1029	606	423	895	472	413	273	140	482	199	283	135	288	547	407	134
	91%	91%	89%	94% lbej	92% lb	90%	91%	91%	91%	93% ab	89%	95% abdefgj	94%	94%	89%	89%	85%

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

QC1A When you last changed your provider(s) did you...?
Have to get permission to install new equipment (e.g. cables, satellite etc.)

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	103	62	48	14	44	30	22	14	8	22	16	6	4	10	40	32	18
	9%	8% ck	11% cdik	5%	7% k	9% ck	7% k	7%	7%	6%	10% ck	3%	4%	5%	10%	11%	17% n
No	1029	701	406	295	612	317	279	179	100	333	138	195	88	207	368	268	89
	91%	92%	89%	95% abej	93% b	91%	93%	93%	93%	94% b	90%	97% abdefj	96%	95%	90% p	89%	83%

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

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Table 167

QC1A When you last changed your provider(s) did you...? SUMMARY

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups										Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		Total Triple & SAPTV	Triple CPS & SAPTV CPS	SAPTV CPS
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)		(n)	(o)	(p)
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308		612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308		612	458	158
Compare what different providers were offering	942	942	570	372	813	441	382	260	122	431	181	250	121	251		511	389	129
83%	83%		84%	82%	83%	84%	84%	87%h	79%	83%	81%	84%	85%	81%		83%	85%	82%
Find out what you need to do in order to switch	898	898	531	367	770	403	366	242	124	404	161	243	128	239		494	370	128
79%	79%		78%	81%j	79%j		81%j	81%j	81%	78%	72%	82%j	90%am	78%		81%	81%	81%
Choose the date you wanted to start using your service(s)	785	785	511	274	667	393	332	230	102	335	163	172	100	174		450	348	118
69%	69%		75%acdhiik	61%	68%ck	75%acdhiik	73%ciik	77%acdhiik	66%	64%	73%ciik	58%	70%am	56%		74%	76%	75%
Need to set up a new online account	770	770	457	313	678	365	334	223	111	344	142	202	98	215		426	315	92
68%	68%		67%	69%	70%		74%abij	74%abij	72%	66%	64%	68%	69%	70%		70%p	69%p	59%
Contact your previous provider	713	713	460	253	595	342	292	202	90	303	140	163	128	125		410	320	118
63%	63%		68%acdhiik	56%	61%	65%ciik	64%ck	67%ciik	58%	58%	63%	55%	90%am	41%		67%	70%	75%
Keep/transfer your phone number	699	699	349	350	699	349	317	196	121	382	153	229	108	242		317	196	-
62%	62%		51%	78%abdefgj	72%abeg	67%b	70%ab	65%b	79%abefgj	73%abeg	69%b	77%abefgj	76%	79%		52%op	43%op	-
Install any new equipment yourself/by someone in the household e.g. router, set top box	678	678	338	340	594	254	256	145	111	338	109	229	114	226		340	229	84
60%	60%		50%	75%abdefgj	61%begj	49%	56%begj	48%	72%abdefgj	65%abefgj	49%	77%abdefgj	80%	73%		56%	50%	53%
Have equipment installed by the new provider i.e. engineer visit	672	672	489	183	568	385	322	224	98	246	161	85	67	116		426	328	104
59%	59%		72%acdhiik	41%k	58%ciik	74%acdhiik	71%acdik	75%acdhiik	64%ciik	47%ck	72%acdik	29%	47%	38%		70%	72%	66%
Experience your previous provider trying to persuade you to stay	668	668	439	229	557	328	284	202	82	273	126	147	91	138		395	313	111
59%	59%		64%acdhiik	51%	57%ck	63%cdhiik	63%chik	67%acdhiik	53%	53%	57%	49%	64%am	45%		65%	68%	70%
Pay an initial connection or other start-up fee, costs set top box to new provider etc.	479	479	281	198	411	213	198	117	81	213	96	117	68	130		266	185	68
42%	42%		41%	44%	42%	41%	44%	39%	53%abdegijk	41%	43%	39%	48%	42%		43%	40%	43%
Try to negotiate a better deal with your previous provider	439	439	279	160	367	207	197	134	63	170	73	97	62	98		269	206	72
39%	39%		41%ij	35%	38%	40%ik	43%cdijk	45%cdijk	41%	33%	33%	33%	43%am	32%		44%	45%	46%
Lose specific benefits or stored content, e.g. film programmes or specific channels which came with previous package	326	326	237	89	267	178	186	138	48	81	40	41	44	45		245	197	59
29%	29%		35%acdijk	20%k	27%cij	34%acdijk	41%abcdehijk	46%abcdehijk	31%ciik	16%	18%	14%	31%am	15%		40%	43%	37%
Have to return previous provider's equipment	311	311	221	90	272	182	149	97	52	123	85	38	34	56		188	136	39
27%	27%		32%acdik	20%k	28%ck	35%acdik	33%acik	32%ciik	34%ciik	24%k	38%acdik	13%	24%	18%		31%	30%	25%
Receive any unexpected bills/charges from your previous provider	270	270	157	113	238	125	130	78	52	108	47	61	41	72		162	110	32
24%	24%		23%	25%	24%		29%abijk	26%	34%abcdeijk	21%	21%	21%	29%	23%		26%	24%	20%
Find out that you had to pay any disconnection charge(s) to your previous provider	254	254	148	106	220	114	111	68	43	109	46	63	34	72		145	102	34
22%	22%		22%	24%	23%	22%	24%	23%	28%	21%	21%	21%	24%	23%		24%	22%	22%
Leave your contract early / before the end of your minimum contract period	220	220	125	95	196	101	113	59	54	83	42	41	28	67		137	83	24
19%	19%		18%	21%ik	20%ik	19%k	25%abdeik	20%	35%abcdefgijk	16%	19%	14%	20%	22%		22%p	18%	15%

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

Prepared by BDRIC Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QC1A When you last changed your provider(s) did you...? SUMMARY

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Find out that you had to pay a charge for not returning equipment	159 14%	159 14% ik	108 16% clik	51 11%	129 13% k	78 15% clik	78 17% ccdik	49 16% clik	29 19% clik	51 10%	29 13% k	22 7%	14 10%	37 12%	108 18%	79 17%	30 19%
Experience other devices/products you own not working with the new service	148 13%	148 13%	96 14%	52 12%	117 12%	65 12%	63 14%	40 13%	23 15%	54 10%	25 11%	29 10%	18 13%	34 11%	94 15%	71 16%	31 20%
Have to get permission to install new equipment (e.g. cables, satellite etc.)	103 9%	103 9% k	75 11% cdlik	28 6%	79 8% k	51 10% ck	41 9% k	27 9% k	14 9%	38 7%	24 11% ck	14 5%	8 6%	20 6%	65 11%	51 11%	24 15%
Mean number of 'Yes' codes	8.42	8.42 ik	8.62 clik	8.12 k	8.46 ik	8.75 ccdik	8.14 abcdeijk	8.10 abcdeijk	8.22 abcdeijk	7.86	8.26 k	7.55	8.13 m	7.65	8.90 p	8.70 p	8.21
Standard Deviation	3.04	3.04	3.03	3.04	3.05	3.04	3.02	2.92	3.20	2.96	3.13	2.79	2.47	3.17	3.03	2.96	2.95

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

J22086 Ofcom Triple Play 2015

QC1A When you last changed your provider(s) did you...? SUMMARY

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT V (n)	Triple CPS & SAPT V CPS (o)	SAPT V CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Compare what different providers were offering	942	631	375	256	541	285	253	167	86	288	118	170	79	177	343	257	90
83%	83%	83%	83%	83%	82%	82%	84%	87% <u>j</u>	80%	81%	77%	85%	86%	82%	84%	86%	84%
Find out what you need to do in order to switch	898	597	348	249	513	264	244	158	86	269	106	163	83	166	328	242	84
79%	78% <u>j</u>	77%	81% <u>j</u>	78% <u>j</u>	76%	81% <u>j</u>	82% <u>j</u>	80%	76%	89%	81% <u>j</u>	90% <u>m</u>	76%	80%	81%	79%	79%
Choose the date you wanted to start using your service(s)	785	517	344	173	437	264	222	152	70	215	112	103	64	109	302	232	80
69%	68% <u>ckl</u>	76% <u>acdhlk</u>	56%	67% <u>ck</u>	76% <u>acdhlk</u>	74% <u>cdik</u>	79% <u>acdhlk</u>	65% <u>ck</u>	61% <u>k</u>	73% <u>ckl</u>	51%	70% <u>m</u>	50%	74%	77%	75%	75%
Need to set up a new online account	770	532	307	225	468	243	231	146	85	237	97	140	65	160	295	210	64
68%	70%	68%	73% <u>j</u>	71% <u>j</u>	70%	77% <u>ablj</u>	76% <u>bjl</u>	79% <u>bjl</u>	67%	63%	70%	70%	71%	74%	72% <u>p</u>	70%	60%
Contact your previous provider	713	487	314	173	406	233	197	136	61	209	97	112	85	88	278	217	81
63%	64% <u>ck</u>	69% <u>cdhlk</u>	56%	62%	67% <u>chik</u>	65% <u>ck</u>	70% <u>cdhlk</u>	56%	59%	63%	56%	92% <u>m</u>	41%	68%	72%	76%	76%
Keep/transfer your phone number	699	467	229	238	467	229	205	122	83	262	107	155	66	172	205	122	-
62%	61% <u>cb</u>	50%	77% <u>abefg</u>	71% <u>abq</u>	66% <u>cb</u>	68% <u>cab</u>	63% <u>cb</u>	77% <u>abefg</u>	74% <u>abefg</u>	69% <u>cb</u>	77% <u>abefg</u>	72%	79%	50% <u>op</u>	41% <u>p</u>	-	-
Install any new equipment yourself/by someone in the household e.g. router, set top box	678	477	235	242	417	175	184	100	84	233	75	158	76	166	244	160	60
60%	63% <u>begj</u>	52%	78% <u>abdefgjl</u>	64% <u>begj</u>	50%	61% <u>begj</u>	52%	78% <u>abdefgjl</u>	66% <u>begj</u>	49%	79% <u>abdefgjl</u>	83%	76%	60%	53%	56%	56%
Have equipment installed by the new provider i.e. engineer visit	672	438	326	112	372	260	209	144	65	163	116	47	37	75	275	210	66
59%	57% <u>ckl</u>	72% <u>acdhlk</u>	36% <u>k</u>	57% <u>ckl</u>	75% <u>acdhlk</u>	69% <u>acdik</u>	75% <u>acdhlk</u>	60% <u>ckl</u>	46% <u>ck</u>	75% <u>acdhlk</u>	23%	40%	35%	67%	70%	62%	62%
Experience your previous provider trying to persuade you to stay	668	443	291	152	365	213	181	128	53	184	85	99	62	90	259	206	78
59%	58% <u>ck</u>	64% <u>acdhlk</u>	49%	56%	61% <u>chik</u>	60% <u>chik</u>	66% <u>acdhlk</u>	49%	52%	55%	49%	67% <u>m</u>	41%	63%	69%	73%	73%
Pay an initial connection or other start-up fee, costs set top box to new provider etc.	479	338	198	140	291	151	143	84	59	148	67	81	47	93	190	131	47
42%	44%	44%	45%	44%	44%	44%	48%	44%	55% <u>abdelk</u>	42%	44%	40%	51%	43%	47%	44%	44%
Try to negotiate a better deal with your previous provider	439	292	188	104	238	134	129	88	41	109	46	63	38	66	183	142	54
39%	38% <u>jl</u>	41% <u>cdljk</u>	34%	36%	39% <u>dl</u>	43% <u>cdljk</u>	46% <u>cdljk</u>	38%	31%	30%	31%	41%	30%	45%	47%	50%	50%
Lose specific benefits or stored content, e.g. film programmes or specific channels which came with previous package	326	218	160	58	176	118	121	91	30	55	27	28	30	28	163	133	42
29%	29% <u>cdljk</u>	35% <u>acdijk</u>	19%	27% <u>cdljk</u>	34% <u>cdljk</u>	40% <u>acdhljk</u>	47% <u>abcdehljk</u>	28% <u>cdljk</u>	15%	18%	14%	33% <u>m</u>	13%	40%	44%	39%	39%
Have to return previous provider's equipment	311	215	152	63	187	124	105	69	36	82	55	27	25	38	133	97	28
27%	28% <u>ckl</u>	33% <u>ckl</u>	20% <u>k</u>	29% <u>ck</u>	36% <u>acdik</u>	35% <u>acdik</u>	36% <u>acik</u>	33% <u>ckl</u>	23% <u>ck</u>	36% <u>ckl</u>	13%	27%	18%	33%	32%	26%	26%
Receive any unexpected bills/charges from your previous provider	270	197	113	84	174	90	94	58	36	80	32	48	31	53	117	81	23
24%	26%	25%	27%	27%	26%	31% <u>jl</u>	30%	33% <u>jl</u>	23%	21%	24%	34%	24%	29%	27%	21%	21%
Find out that you had to pay any disconnection charge(s) to your previous provider	254	178	103	75	153	78	78	43	35	75	35	40	21	54	103	68	25
22%	23%	23%	24%	23%	22%	26%	22%	32% <u>abdelk</u>	21%	23%	20%	23%	25%	25%	23%	23%	23%
Leave your contract early / before the end of your minimum contract period	220	161	93	68	144	76	84	41	43	60	35	25	18	50	101	58	17
19%	21% <u>k</u>	20% <u>k</u>	22% <u>k</u>	22% <u>k</u>	22% <u>k</u>	28% <u>abdik</u>	21% <u>k</u>	40% <u>abcdefgijk</u>	17%	23% <u>k</u>	12%	20%	23%	25%	19%	16%	16%

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

QC1A When you last changed your provider(s) did you...? SUMMARY

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT V (n)	Triple CPS & SAPT V CPS (o)	SAPT V CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Find out that you had to pay a charge for not returning equipment	159 14%	111 15% ik	75 17% ik	36 12%	90 14% k	54 16% ik	55 18% ccik	35 18% ccik	20 19% ik	35 10%	19 12%	16 8%	11 12%	25 12%	76 19%	56 19%	21 20%
Experience other devices/products you own not working with the new service	148 13%	103 13%	64 14%	39 13%	82 13%	43 12%	42 14%	25 13%	17 16%	40 11%	18 12%	22 11%	14 15%	25 12%	63 15%	46 15%	21 20%
Have to get permission to install new equipment (e.g. cables, satellite etc.)	103 9%	62 8% ck	48 11% cdik	14 5%	44 7% k	30 9% ck	22 7% k	14 7%	8 7%	22 6%	16 10% ck	6 3%	4 4%	10 5%	40 10%	32 11%	18 17% n
Mean number of 'Yes' codes	8.42	8.47 ik	8.73 ck	8.09%	8.48 ik	8.63 ckjk	9.30 abcdeijk	9.33 abcdeijk	9.24 acdijk	7.79	8.20 k	7.48	9.30 m	7.58	9.06 p	9.00	8.40
Standard Deviation	3.04	3.04	3.00	3.05	3.06	3.04	3.00	2.85	3.25	2.95	3.15	2.76	2.57	3.11	2.99	2.89	2.88

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

QC1AB: You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : All switchers leaving contract early

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups															
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	220	220	125	95	196	101	113	59	54	83	42	41	28	67	137	83	24
Weighted Base	220	220	125	95*	196	101	113	59*	54*	83*	42*	41*	28**	67*	137	83*	24**
Yes	105	105	57	48	95	47	55	27	28	40	20	20	16	32	65	37	10
	48%	48%	46%	51%	48%	47%	49%	46%	52%	48%	48%	49%	57%	48%	47%	45%	42%
No	92	92	53	39	82	43	47	26	21	35	17	18	10	29	57	36	10
	42%	42%	42%	41%	42%	43%	42%	44%	39%	42%	40%	44%	36%	43%	42%	43%	42%
Don't know/don't recall	23	23	15	8	19	11	11	6	5	8	5	3	2	6	15	10	4
	10%	10%	12%	8%	10%	11%	10%	10%	9%	10%	12%	7%	7%	9%	11%	12%	17%

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

QC1AB: You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : All switchers leaving contract early

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups															
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	220	161	93	68	144	76	84	41	43	60	35	25	18	50	101	58	17
Weighted Base	220	161	93*	68*	144	76*	84*	41*	43*	60*	35*	25**	18**	50*	101	58*	17**
Yes	105	80	45	35	74	39	47	23	24	27	16	11	10	25	53	29	6
	48%	50%	48%	51%	51%	51%	56%	56%	56%	45%	46%	44%	56%	50%	52%	50%	35%
No	92	62	35	27	55	28	28	13	15	27	15	12	8	19	35	20	7
	42%	39%	38%	40%	38%	37%	33%	32%	35%	45%	43%	48%	44%	38%	35%	34%	41%
Don't know/don't recall	23	19	13	6	15	9	9	5	4	6	4	2	-	6	13	9	4
	10%	12%	14%	9%	10%	12%	11%	12%	9%	10%	11%	8%	-	12%	13%	16%	24%

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

QC1AB: Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Yes	105	105	57	48	95	47	55	27	28	40	20	20	16	32	65	37	10
9%	9%	9%	8%	11%	10%	9%	12% bik	9%	18% abcdegijk	8%	9%	7%	11%	10%	11%	8%	6%
No	1004	1004	609	395	860	465	388	267	121	472	198	274	125	270	532	411	144
89%	89%	89% h	89% th	88% h	88% h	89% h	85% h	89% h	79%	91% th	89% h	92% cth	87%	88%	87%	90%	91%
Don't know/don't recall	23	23	15	8	19	11	11	6	5	8	5	3	2	6	15	10	4
2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	1%	1%	2%	2%	2%	3%

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

QC1AB: Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	105	80	45	35	74	39	47	23	24	27	16	11	10	25	53	29	6
9%		10% k	10%	11% k	11% k	11% k	16% abik	12% k	22% abcdegijk	8%	10%	5%	11%	12%	13% p	10%	6%
No	1004	664	396	268	567	299	245	165	80	322	134	188	82	186	342	262	97
89%		87% fh	87% fh	87% h	86% fh	86% h	81%	85% h	74%	91% dfh	87% h	94% abcde[gh]	89%	86%	84%	87%	91%
Don't know/don't recall	23	19	13	6	15	9	9	5	4	6	4	2	-	6	13	9	4
2%		2%	3%	2%	2%	3%	3%	3%	4%	2%	3%	1%	-	3%	3%	3%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
 * small base

QC1AC: How much did you personally have to pay to leave your contract early?

Base : All switchers who paid ETC

		LAST 2 YEAR SWITCHERS																	
		Switcher Sample groups										Cancel		PAY TV					
Total		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)		
Unweighted Base		105	57	48	95	47	55	27	28	40	20	20	16	32	65	37	10		
Weighted Base		105	57*	48*	95*	47*	55*	27**	28**	40*	20**	20**	16**	32*	65*	37*	10**		
Up to £10	(7.5)	2	-	2	2	-	1	-	1	1	-	1	1	1	1	-	-		
		2%	-	4%	2%	-	2%	-	4%	3%	-	5%	6%	3%	2%	-	-		
£11-£20	(15.5)	6	3	3	5	2	2	1	1	3	1	2	1	2	3	2	1		
		6%	5%	6%	5%	4%	4%	4%	4%	8%	5%	10%	6%	6%	5%	5%	10%		
£21-£30	(25.5)	8	7	1	6	5	3	2	1	3	3	-	-	1	5	4	2		
		8%	12%	2%	6%	11%	5%	7%	4%	8%	15%	-	-	3%	8%	11%	20%		
£31-£50	(35.5)	17	9	8	16	8	8	5	3	8	3	5	4	4	9	6	1		
		16%	16%	17%	17%	17%	15%	19%	11%	20%	15%	25%	25%	13%	14%	16%	10%		
£51-£80	(65.5)	18	11	7	16	9	8	5	3	8	4	4	-	7	10	7	2		
		17%	19%	15%	17%	19%	15%	19%	11%	20%	20%	20%	-	22%	15%	19%	20%		
£81-£100	(90.5)	9	6	3	9	6	7	5	2	2	1	1	1	2	7	5	-		
		9%	11%	6%	9%	13%	13%	19%	7%	5%	5%	5%	6%	6%	11%	14%	-		
£101-£150	(125.5)	12	5	7	10	3	7	3	4	3	-	3	2	5	9	5	2		
		11%	9%	15%	11%	6%	13%	11%	14%	8%	-	15%	13%	16%	14%	14%	20%		
£151-£200	(175.5)	5	2	3	5	2	4	1	3	1	1	-	1	2	4	1	-		
		5%	4%	6%	5%	4%	7%	4%	11%	3%	5%	-	6%	6%	6%	3%	-		
More than £200	(220)	11	6	5	11	6	8	3	5	3	3	-	3	2	8	3	-		
		10%	11%	10%	12%	13%	15%	11%	18%	8%	15%	-	19%	6%	12%	8%	-		
Don't know/can't recall		17	8	9	15	6	7	2	5	8	4	4	3	6	9	4	2		
		16%	14%	19%	16%	13%	13%	7%	18%	20%	20%	20%	19%	19%	14%	11%	20%		
NET:<£20		8	3	5	7	2	3	1	2	4	1	3	2	3	4	2	1		
		8%	5%	10%	7%	4%	5%	4%	7%	10%	5%	15%	13%	9%	6%	5%	10%		
NET:£21-£50		25	16	9	22	13	11	7	4	11	6	5	4	5	14	10	3		
		24%	28%	19%	23%	28%	20%	26%	14%	28%	30%	25%	25%	16%	22%	27%	30%		
NET:£51-£100		27	17	10	25	15	15	10	5	10	5	5	1	9	17	12	2		
		26%	30%	21%	26%	32%	27%	37%	18%	25%	25%	25%	6%	28%	26%	32%	20%		
NET:>£100		28	13	15	26	11	19	7	12	7	4	3	6	9	21	9	2		
		27%	23%	31%	27%	23%	35%	26%	43%	18%	20%	15%	38%	28%	32%	24%	20%		
Mean		87.66	83.83	92.48	90.38	88.38	102.04	89.46	115.71	72.88	86.68	59.09	103.23	87.10	96.11	82.45	60.53		
Standard Deviation		65.96	64.47	68.32	67.36	67.22	69.22	62.41	74.92	61.40	76.23	39.69	82.91	60.87	67.51	59.20	44.08		
Standard Error		7.03	9.21	10.94	7.53	10.50	9.99	12.48	15.62	10.85	19.06	9.92	23.00	11.94	9.02	10.31	15.59		

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

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Table 174

QC1AC: How much did you personally have to pay to leave your contract early?

Base : All switchers who paid ETC

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual SAPT TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT TV (n)	Triple CPS & SAPT TV CPS (o)	SAPT TV CPS (p)
Unweighted Base	105	80	45	35	74	39	47	23	24	27	16	11	10	25	53	29	6
Weighted Base	105	80*	45*	35*	74*	39*	47*	23**	24**	27**	16**	11**	10**	25**	53*	29**	6**
Up to £10 (7.5)	2	2	-	2	2	-	1	-	1	1	-	1	1	1	1	-	-
2%	2	3%	-	6%	3%	-	2%	-	4%	4%	-	9%	10%	4%	2%	-	-
£11-£20 (15.5)	6	5	3	2	4	2	2	1	1	2	1	1	1	1	3	2	1
6%	6	6%	7%	6%	5%	5%	4%	4%	4%	7%	6%	9%	10%	4%	6%	7%	17%
£21-£30 (25.5)	8	5	4	1	5	4	3	2	1	2	2	-	-	1	3	2	-
8%	8	6%	9%	3%	7%	10%	6%	9%	4%	7%	13%	-	-	4%	6%	7%	-
£31-£50 (35.5)	17	10	8	2	9	7	7	5	2	2	2	-	1	1	8	6	1
16%	16	13%	18%	6%	12%	18%	15%	22%	8%	7%	13%	-	10%	4%	15%	21%	17%
£51-£80 (65.5)	18	14	7	7	13	6	7	4	3	6	2	4	-	7	8	5	1
17%	17	18%	16%	20%	18%	15%	15%	17%	13%	22%	13%	36%	-	28%	15%	17%	17%
£81-£100 (90.5)	9	7	4	3	7	4	5	3	2	2	1	1	1	2	5	3	-
9%	9	9%	9%	9%	9%	10%	11%	13%	8%	7%	6%	9%	10%	8%	9%	10%	-
£101-£150 (125.5)	12	10	4	6	9	3	7	3	4	2	-	2	1	5	8	4	1
11%	11	13%	9%	17%	12%	8%	15%	13%	17%	7%	-	18%	10%	20%	15%	14%	17%
£151-£200 (175.5)	5	2	1	1	2	1	1	-	1	1	1	-	-	1	1	-	-
5%	5	3%	2%	3%	3%	3%	2%	-	4%	4%	6%	-	-	4%	2%	-	-
More than £200 (220)	11	11	6	5	11	6	8	3	5	3	3	-	3	2	8	3	-
10%	10	14%	13%	14%	15%	15%	17%	13%	21%	11%	19%	-	30%	8%	15%	10%	-
Don't know/can't recall	17	14	8	6	12	6	6	2	4	6	4	2	2	4	8	4	2
16%	16	18%	18%	17%	16%	15%	13%	9%	17%	22%	25%	18%	20%	16%	15%	14%	33%
NET:<£20	8	7	3	4	6	2	3	1	2	3	1	2	2	2	4	2	1
8%	8	9%	7%	11%	8%	5%	6%	4%	8%	11%	6%	18%	20%	8%	8%	7%	17%
NET:£21-£50	25	15	12	3	14	11	10	7	3	4	4	-	1	2	11	8	1
24%	24	19%	27% c	9%	19%	28% c	21%	30%	13%	15%	25%	-	10%	8%	21%	28%	17%
NET:£51-£100	27	21	11	10	20	10	12	7	5	8	3	5	1	9	13	8	1
26%	26	26%	24%	29%	27%	26%	26%	30%	21%	30%	19%	45%	10%	36%	25%	28%	17%
NET:>£100	28	23	11	12	22	10	16	6	10	6	4	2	4	8	17	7	1
27%	27	29%	24%	34%	30%	26%	34%	26%	42%	22%	25%	18%	40%	32%	32%	24%	17%
Mean	87.66	93.23	87.87	100.06	95.34	91.18	99.74	86.40	113.74	86.74	99.56	69.66	116.81	93.68	96.25	82.26	60.53
Standard Deviation	65.96	69.35	69.68	69.54	70.27	71.71	71.20	65.31	76.03	69.30	84.16	41.13	93.76	59.49	69.95	62.74	47.96
Standard Error	7.03	8.54	11.46	12.91	8.92	12.48	11.12	14.25	17.00	15.12	24.30	13.71	33.15	12.98	10.43	12.55	23.98

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

QC1AD: Approximately how long was left on your contract when you stopped using the service?

Base : All switchers who paid ETC

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	105	105	57	48	95	47	55	27	28	40	20	20	16	32	65	37	10
Weighted Base	105	105	57*	48*	95*	47*	55*	27**	28**	40*	20**	20**	16**	32*	65*	37*	10**
Up to a week (0.5)	3	3	1	2	2	-	1	-	1	1	-	1	1	1	2	1	1
	3%	3%	2%	4%	2%	-	2%	-	4%	3%	-	5%	6%	3%	3%	3%	10%
Between 1 and 2 weeks (1.5)	2	2	1	1	1	-	1	-	1	1	-	1	-	1	1	1	1
	2%	2%	2%	2%	1%	-	-	-	-	3%	-	5%	-	3%	2%	3%	10%
Between 2 and 3 weeks (2.5)	6	6	3	3	6	3	2	-	2	4	3	1	1	2	2	-	-
	6%	6%	5%	6%	6%	6%	4%	-	7%	10%	15%	5%	6%	6%	3%	-	-
Between 3 and 4 weeks (3.5)	6	6	4	2	5	3	2	1	1	3	2	1	-	2	3	2	1
	6%	6%	7%	4%	5%	6%	4%	4%	4%	8%	10%	5%	-	6%	5%	5%	10%
Between 1 and 2 months (6.5)	20	20	10	10	17	7	10	3	7	7	4	3	8	2	13	6	3
	19%	19%	18%	21%	18%	15%	18%	11%	25%	18%	20%	15%	50%	6%	20%	16%	30%
Between 2 and 3 months (10.75)	11	11	5	6	10	4	5	3	2	5	1	4	1	5	6	4	1
	10%	10%	9%	13%	11%	9%	9%	11%	7%	13%	5%	20%	6%	16%	9%	11%	10%
Between 3 and 4 months (15)	10	10	7	3	9	6	7	5	2	2	1	1	-	3	8	6	1
	10%	10%	12%	6%	9%	13%	13%	19%	7%	5%	5%	5%	-	9%	12%	16%	10%
Between 4 and 6 months (21.5)	18	18	10	8	17	9	12	7	5	5	2	3	3	5	13	8	1
	17%	17%	18%	17%	18%	19%	22%	26%	18%	13%	10%	15%	19%	16%	20%	22%	10%
More than 6 months (24)	19	19	11	8	18	10	11	6	5	7	4	3	1	7	12	7	1
	18%	18%	19%	17%	19%	21%	20%	22%	18%	18%	20%	15%	6%	22%	18%	19%	10%
Don't know/ can't recall	10	10	5	5	10	5	5	2	3	5	3	2	1	4	5	2	-
	10%	10%	9%	10%	11%	11%	9%	7%	11%	13%	15%	10%	6%	13%	8%	5%	-
NET: <4 weeks	17	17	9	8	14	6	5	1	4	9	5	4	2	6	8	4	3
	16%	16%	16%	17%	15%	13%	9%	4%	14%	23%	25%	20%	13%	19%	12%	11%	30%
NET: 1-3 months	31	31	15	16	27	11	15	6	9	12	5	7	9	7	19	10	4
	30%	30%	26%	33%	28%	23%	27%	32%	30%	25%	25%	35%	56%	22%	29%	27%	40%
NET: 3-6 months	28	28	17	11	26	15	19	12	7	7	3	4	3	8	21	14	2
	27%	27%	30%	23%	27%	32%	35%	44%	25%	18%	15%	20%	19%	25%	32%	38%	20%
Mean	13.49	13.49	13.97	12.92	13.95	15.00	15.16	16.99	13.34	12.21	12.07	12.33	10.28	14.33	14.24	14.89	9.63
Standard Deviation	8.29	8.29	8.24	8.40	8.23	8.01	7.82	6.73	8.53	8.60	9.03	8.44	7.73	8.54	8.07	7.80	8.12
Standard Error	0.85	0.85	1.14	1.28	0.89	1.24	1.11	1.35	1.71	1.45	2.19	1.99	2.00	1.61	1.04	1.32	2.57

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

QC1AD: Approximately how long was left on your contract when you stopped using the service?

Base : All switchers who paid ETC

	Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	105	80	45	35	74	39	47	23	24	27	16	11	10	25	53	29	6	
Weighted Base	105	80*	45*	35*	74*	39*	47*	23**	24**	27**	16**	11**	10**	25**	53*	29**	6**	
Up to a week (0.5)	3	2	-	2	2	-	1	-	1	1	-	1	1	1	1	-	-	
	3%	3%	-	6%	3%	-	2%	-	4%	4%	-	9%	10%	4%	2%	-	-	
Between 1 and 2 weeks (1.5)	2	2	1	1	1	-	-	-	-	1	-	1	-	1	1	1	1	
	2%	3%	2%	3%	1%	-	-	-	-	4%	-	9%	-	4%	2%	3%	17%	
Between 2 and 3 weeks (2.5)	6	6	3	3	6	3	2	-	2	4	3	1	1	2	2	-	-	
	6%	8%	7%	9%	8%	8%	4%	-	8%	15%	19%	9%	10%	8%	4%	-	-	
Between 3 and 4 weeks (3.5)	6	2	2	-	2	2	1	1	-	1	1	-	-	-	1	1	-	
	6%	3%	4%	-	3%	5%	2%	4%	-	4%	6%	-	-	-	2%	3%	-	
Between 1 and 2 months (6.5)	20	15	8	7	13	6	9	3	6	4	3	1	5	2	11	5	2	
	19%	19%	18%	20%	18%	15%	19%	13%	25%	15%	19%	9%	50%	8%	21%	17%	33%	
Between 2 and 3 months (10.75)	11	6	3	3	5	2	4	2	2	1	-	1	-	3	5	3	1	
	10%	8%	7%	9%	7%	5%	9%	9%	8%	4%	-	9%	-	12%	9%	10%	17%	
Between 3 and 4 months (15)	10	7	5	2	7	5	6	5	1	1	-	1	-	2	6	5	-	
	10%	9%	11%	6%	9%	13%	13%	22%	4%	4%	-	9%	-	8%	11%	17%	-	
Between 4 and 6 months (21.5)	18	16	10	6	15	9	11	7	4	4	2	2	2	4	12	8	1	
	17%	20%	22%	17%	20%	23%	23%	30%	17%	15%	13%	18%	20%	16%	23%	28%	17%	
More than 6 months (24)	19	16	8	8	15	7	8	3	5	7	4	3	1	7	9	4	1	
	18%	20%	18%	23%	20%	18%	17%	13%	21%	26%	25%	27%	10%	28%	17%	14%	17%	
Don't know/ can't recall	10	8	5	3	8	5	5	2	3	3	3	-	-	3	5	2	-	
	10%	10%	11%	9%	11%	13%	11%	9%	13%	11%	19%	-	-	12%	9%	7%	-	
NET: <4 weeks	17	12	6	6	11	5	4	1	3	7	4	3	2	4	5	2	1	
	16%	15%	13%	17%	15%	13%	9%	4%	13%	26%	25%	27%	20%	16%	9%	7%	17%	
NET: 1-3 months	31	21	11	10	18	8	13	5	8	5	3	2	5	5	16	8	3	
	30%	26%	24%	29%	24%	21%	28%	22%	33%	19%	19%	18%	50%	20%	30%	28%	50%	
NET: 3-6 months	28	23	15	8	22	14	17	12	5	5	2	3	2	6	18	13	1	
	27%	29%	33%	23%	30%	36%	36%	52%	21%	19%	13%	27%	20%	24%	34%	45%	17%	
Mean	13.49	14.18	14.56	13.71	14.40	15.04	14.98	16.29	13.67	13.39	13.04	13.80	10.25	15.28	14.58	15.29	11.79	
Standard Deviation	8.29	8.48	8.18	8.94	8.47	8.07	7.79	6.67	8.74	9.62	9.90	9.75	8.61	8.83	7.92	7.31	9.01	
Standard Error	0.85	1.00	1.29	1.58	1.04	1.38	1.20	1.46	1.91	1.96	2.75	2.94	2.72	1.88	1.14	1.41	3.68	

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

QC1AE: You said you found out that you had to pay a disconnection charge(s) (i.e. a charge for ending the service). Did you pay this charge?

Base : All switchers who found out they had to pay disconnection charge

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups															
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	254	254	148	106	220	114	111	68	43	109	46	63	34	72	145	102	34
Weighted Base	254	254	148	106	220	114	111	68*	43*	109	46*	63*	34*	72*	145	102	34*
Yes	110	110	63	47	97	50	52	30	22	45	20	25	16	31	65	43	13
	43%	43%	43%	44%	44%	44%	47%	44%	51%	41%	43%	40%	47%	43%	45%	42%	38%
No	120	120	70	50	103	53	48	32	16	55	21	34	13	37	65	49	17
	47%	47%	47%	47%	47%	46%	43%	47%	37%	50%	46%	54%	38%	51%	45%	48%	50%
Don't know/don't recall	24	24	15	9	20	11	11	6	5	9	5	4	5	4	15	10	4
	9%	9%	10%	8%	9%	10%	10%	9%	12%	8%	11%	6%	15%	6%	10%	10%	12%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
 * small base

QC1AE: You said you found out that you had to pay a disconnection charge(s) (i.e. a charge for ending the service). Did you pay this charge?

Base : All switchers who found out they had to pay disconnection charge

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	254	178	103	75	153	78	78	43	35	75	35	40	21	54	103	68	25
Weighted Base	254	178	103	75*	153	78*	78*	43*	35*	75*	35*	40*	21**	54*	103	68*	25**
Yes	110	75	43	32	66	34	36	20	16	30	14	16	10	22	45	29	9
	43%	42%	42%	43%	44%	46%	46%	47%	46%	40%	40%	40%	48%	41%	44%	43%	36%
No	120	85	49	36	72	36	34	19	15	38	17	21	8	28	47	32	13
	47%	48%	48%	48%	47%	46%	44%	44%	43%	51%	49%	53%	38%	52%	46%	47%	52%
Don't know/don't recall	24	18	11	7	15	8	8	4	4	7	4	3	3	4	11	7	3
	9%	10%	11%	9%	10%	10%	10%	9%	11%	9%	11%	8%	14%	7%	11%	10%	12%

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

QC1AF: You said you found out that you had to pay a charge for not returning equipment. Did you pay this charge?

Base : All switchers who found out they had to pay charge for not returning equipment

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups															
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	159	159	108	51	129	78	78	49	29	51	29	22	14	37	108	79	30
Weighted Base	159	159	108	51*	129	78*	78*	49*	29**	51*	29**	22**	14**	37*	108	79*	30*
Yes	30	30	23	7	19	12	14	9	5	5	3	2	3	4	25	20	11
	19%	19%	21%	14%	15%	15%	18%	18%	17%	10%	10%	9%	21%	11%	23%	25%	37%
No	113	113	75	38	96	58	56	36	20	40	22	18	9	29	73	53	17
	71%	71%	69%	75%	74%	74%	72%	73%	69%	78%	78%	82%	64%	78%	68%	67%	57%
Don't know/don't recall	16	16	10	6	14	8	8	4	4	6	4	2	2	4	10	6	2
	10%	10%	9%	12%	11%	10%	10%	8%	14%	12%	14%	9%	14%	11%	9%	8%	7%

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

QC1AF: You said you found out that you had to pay a charge for not returning equipment. Did you pay this charge?

Base : All switchers who found out they had to pay charge for not returning equipment

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	159	111	75	36	90	54	55	35	20	35	19	16	11	25	76	56	21
Weighted Base	159	111	75*	36*	90*	54*	55*	35*	20**	35*	19**	16**	11**	25**	76*	56*	21**
Yes	30	18	15	3	11	8	9	7	2	2	1	1	1	2	16	14	7
	19%	16%	20%	8%	12%	15%	16%	20%	10%	6%	5%	6%	9%	8%	21%	25%	33%
No	113	83	52	31	71	40	42	25	17	29	15	14	9	22	54	37	12
	71%	75%	69%	86%	79%	74%	76%	71%	85%	83%	79%	88%	82%	88%	71%	66%	57%
Don't know/don't recall	16	10	8	2	8	6	4	3	1	4	3	1	1	1	6	5	2
	10%	9%	11%	6%	9%	11%	7%	9%	5%	11%	16%	6%	9%	4%	8%	9%	10%

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

QC1AB/QC1AE/QC1AF Summary table of charges

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Paid ETC	105	105	57	48	95	47	55	27	28	40	20	20	16	32	65	37	10
9%	9%	9%	8%	11%	10%	9%	12% bik	9%	18% abcdegijk	8%	9%	7%	11%	10%	11%	8%	6%
Paid disconnection charge	110	110	63	47	97	50	52	30	22	45	20	25	16	31	65	43	13
10%	10%	10%	9%	10%	10%	10%	11%	10%	14% a	9%	9%	8%	11%	10%	11%	9%	8%
Paid equipment charge	30	30	23	7	19	12	14	9	5	5	3	2	3	4	25	20	11
3%	3%	3% ik	3% ik	2%	2%	2%	3% ik	3% ik	3% ik	1%	1%	1%	2%	1%	4%	4%	7%
NET: ANY CHARGE	182	182	109	73	157	84	90	51	39	67	33	34	25	48	115	76	25
16%	16%	16% k	16%	16%	16% k	16%	20% ik	17%	25% abcdegijk	13%	15%	11%	17%	16%	19%	17%	16%
NET: ALL	6	6	2	4	5	1	2	-	2	3	1	2	2	2	3	1	1
1%	1%	1%	*	1%	1%	*	*	-	1% q	1%	*	1%	1%	1%	*	*	1%
Paid ETC & found out after signed up	34	34	13	21	34	13	21	7	14	13	6	7	4	17	21	7	-
3%	3%	3%	2%	5% b	3%	2%	5% b	2%	9% abcdegijk	3%	3%	2%	3%	6%	3% p	2%	-
Paid disconnection charge & found out after signed up	40	40	20	20	37	17	20	11	9	17	6	11	5	15	23	14	3
4%	4%	4%	3%	4%	4%	3%	4%	4%	6%	3%	3%	4%	3%	5%	4%	3%	2%
Paid equipment charge & found out after signed up	10	10	7	3	7	4	6	3	3	1	1	-	1	2	9	6	3
1%	1%	1%	1%	1%	1%	1%	1% ik	1%	2% ik	*	*	-	1%	1%	1%	1%	2%
NET: ANY CHARGE & found out after signed up)	69	69	36	33	63	30	38	19	19	25	11	14	7	26	44	25	6
6%	6%	6%	5%	7%	6%	6%	8% bi	6%	12% abcdegijk	5%	5%	5%	5%	8%	7%	5%	4%
NET: PAID ALL & found out after signed up	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QC1AB/QC1AE/QC1AF Summary table of charges

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Paid ETC	105	80	45	35	74	39	47	23	24	27	16	11	10	25	53	29	6
	9%	10% k	10%	11% k	11% k	11% k	16% abik	12% k	22% abcdegijk	8%	10%	5%	11%	12%	13% p	10%	6%
Paid disconnection charge	110	75	43	32	66	34	36	20	16	30	14	16	10	22	45	29	9
	10%	10%	9%	10%	10%	10%	12%	10%	15%	8%	9%	8%	11%	10%	11%	10%	8%
Paid equipment charge	30	18	15	3	11	8	9	7	2	2	1	1	1	2	16	14	7
	3%	2% d	3% cik	1%	2%	2%	3% d	4% cik	2%	1%	1%	*	1%	1%	4%	5%	7%
NET: ANY CHARGE	182	130	76	54	114	60	68	37	31	46	23	23	16	38	84	53	16
	16%	17%	17%	17%	17% k	17%	23% abik	19% k	29% abcdeijk	13%	15%	11%	17%	18%	21%	18%	15%
NET: ALL	6	4	2	2	3	1	1	-	1	2	1	1	1	1	2	1	1
	1%	1%	*	1%	*	*	*	-	1%	1%	1%	*	1%	*	*	*	1%
Paid ETC & found out after signed up	34	28	11	17	28	11	18	6	12	10	5	5	2	15	18	6	-
	3%	4%	2%	6% b	4%	3%	6% bi	3%	11% abcdegijk	3%	3%	2%	2%	7%	4% p	2%	-
Paid disconnection charge & found out after signed up	40	29	13	16	27	11	13	6	7	14	5	9	3	13	15	8	2
	4%	4%	3%	5%	4%	3%	4%	3%	6%	4%	3%	4%	3%	6%	4%	3%	2%
Paid equipment charge & found out after signed up	10	5	4	1	3	2	3	2	1	-	-	-	-	1	5	4	2
	1%	1%	1%	*	*	1%	1%	1%	1%	-	-	-	-	*	1%	1%	2%
NET: ANY CHARGE & found out after signed up)	69	51	24	27	47	20	27	12	15	20	8	12	4	23	31	16	4
	6%	7%	5%	9%	7%	6%	9% b	6%	14% abcdegijk	6%	5%	6%	4%	11%	8%	5%	4%
NET: PAID ALL & found out after signed up	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QC1AG_1: Which of the following best describes when you found out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an early termination charge)?

Base : All switchers who found out they had to pay charge

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual		Triple/ Dual		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	105	105	57	48	95	47	55	27	28	40	20	20	16	32	65	37	10
Weighted Base	105	105	57*	48*	95*	47*	55*	27**	28**	40*	20**	20**	16**	32*	65*	37*	10**
Before I had looked at any alternatives/ contacted any other providers	26 25%	26 25%	18 32%	8 17%	23 24%	15 32%	13 24%	9 33%	4 14%	10 25%	6 30%	4 20%	4 25%	4 13%	16 25%	12 32%	3 30%
After I had looked at alternatives but before I had made a final decision	24 23%	24 23%	12 21%	12 25%	19 20%	7 15%	8 15%	2 7%	6 21%	11 28%	5 25%	6 30%	5 31%	7 22%	13 20%	7 19%	5 50%
After I had made a decision on an alternative provider, but before I had signed up	14 13%	14 13%	10 18%	4 8%	13 14%	9 19%	10 18%	8 30%	2 7%	3 8%	1 5%	2 10%	3 19%	1 3%	11 17%	9 24%	1 10%
After I had signed up with an alternative provider	34 32%	34 32%	13 23%	21 44% b	34 36%	13 28%	21 38%	7 26%	14 50%	13 33%	6 30%	7 35%	4 25%	17 53%	21 32%	7 19%	- -
Don't know/don't recall	7 7%	7 7%	4 7%	3 6%	6 6%	3 6%	3 5%	1 4%	2 7%	3 8%	2 10%	1 5%	- -	3 9%	4 6%	2 5%	1 10%

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

QC1AG_1: Which of the following best describes when you found out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an early termination charge)?

Base : All switchers who found out they had to pay charge

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	105	80	45	35	74	39	47	23	24	27	16	11	10	25	53	29	6
Weighted Base	105	80*	45*	35*	74*	39*	47*	23**	24**	27**	16**	11**	10**	25**	53*	29**	6**
Before I had looked at any alternatives/ contacted any other providers	26 25%	20 25%	14 31%	6 17%	17 23%	11 28%	11 23%	7 30%	4 17%	6 22%	4 25%	2 18%	4 40%	2 8%	14 26%	10 34%	3 50%
After I had looked at alternatives but before I had made a final decision	24 23%	14 18%	8 18%	6 17%	13 18%	7 18%	6 13%	2 9%	4 17%	7 26%	5 31%	2 18%	2 20%	4 16%	7 13%	3 10%	1 17%
After I had made a decision on an alternative provider, but before I had signed up	14 13%	11 14%	8 18%	3 9%	10 14%	7 18%	9 19%	7 30%	2 8%	1 4%	-	1 9%	2 20%	1 4%	10 19%	8 28%	1 17%
After I had signed up with an alternative provider	34 32%	28 35%	11 24%	17 49% b	28 38%	11 28%	18 38%	6 26%	12 50%	10 37%	5 31%	5 45%	2 20%	15 60%	18 34%	6 21%	-
Don't know/don't recall	7 7%	7 9%	4 9%	3 9%	6 8%	3 8%	3 6%	1 4%	2 8%	3 11%	2 13%	1 9%	-	3 12%	4 8%	2 7%	1 17%

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

QC1AG_2: Which of the following best describes when you found out you had to pay a disconnection charge(s) (i.e. a charge for ending the service)?

Base : All switchers who found out they had to pay charge

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	254	254	148	106	220	114	111	68	43	109	46	63	34	72	145	102	34
Weighted Base	254	254	148	106	220	114	111	68*	43*	109	46*	63*	34*	72*	145	102	34*
Before I had looked at any alternatives/ contacted any other providers	48 19%	48 19%	33 22%	15 14%	38 17%	23 20%	22 20%	15 22%	7 16%	16 15%	8 17%	8 13%	3 9%	12 17%	32 22%	25 25%	10 29%
After I had looked at alternatives but before I had made a final decision	47 19%	47 19%	24 16%	23 22%	42 19%	19 17%	19 17%	10 15%	9 21%	23 21%	9 20%	14 22%	8 24%	15 21%	24 17%	15 15%	5 15%
After I had made a decision on an alternative provider, but before I had signed up	42 17%	42 17%	29 20%	13 12%	35 16%	22 19%	20 18%	15 22%	5 12%	15 14%	7 15%	8 13%	9 26% ^{un}	4 6%	27 19%	22 22%	7 21%
After I had signed up with an alternative provider	82 32%	82 32%	43 29%	39 37%	75 34%	36 32%	36 32%	21 31%	15 35%	39 36%	15 33%	24 38%	10 29%	29 40%	43 30%	28 27%	7 21%
Don't know/don't recall	35 14%	35 14%	19 13%	16 15%	30 14%	14 12%	14 13%	7 10%	7 16%	16 15%	7 15%	9 14%	4 12%	12 17%	19 13%	12 12%	5 15%

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

QC1AG_2: Which of the following best describes when you found out you had to pay a disconnection charge(s) (i.e. a charge for ending the service)?

Base : All switchers who found out they had to pay charge

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	254	178	103	75	153	78	78	43	35	75	35	40	21	54	103	68	25
Weighted Base	254	178	103	75*	153	78*	78*	43*	35*	75*	35*	40*	21**	54*	103	68*	25**
Before I had looked at any alternatives/ contacted any other providers	48 19%	34 19% k	25 24% clik	9 12%	26 17%	17 22% k	17 22% k	10 23% k	7 20%	9 12%	7 20%	2 5%	3 14%	6 11%	25 24%	18 26%	8 32%
After I had looked at alternatives but before I had made a final decision	47 19%	25 14%	13 13%	12 16%	23 15%	11 14%	10 13%	5 12%	5 14%	13 17%	6 17%	7 18%	3 14%	9 17%	12 12%	7 10%	2 8%
After I had made a decision on an alternative provider, but before I had signed up	42 17%	26 15%	17 17%	9 12%	21 14%	12 15%	14 18%	9 21%	5 14%	7 9%	3 9%	4 10%	5 24%	4 7%	19 18%	14 21%	5 20%
After I had signed up with an alternative provider	82 32%	65 37%	32 31%	33 44%	59 39%	26 33%	26 33%	13 30%	13 37%	33 44%	13 37%	20 50% b	8 38%	25 46%	32 31%	19 28%	6 24%
Don't know/don't recall	35 14%	28 16%	16 16%	12 16%	24 16%	12 15%	11 14%	6 14%	5 14%	13 17%	6 17%	7 18%	2 10%	10 19%	15 15%	10 15%	4 16%

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

QC1AG_3: Which of the following best describes when you found out you had to pay a charge for not returning equipment?

Base : All switchers who found out they had to pay charge

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	159	159	108	51	129	78	78	49	29	51	29	22	14	37	108	79	30
Weighted Base	159	159	108	51*	129	78*	78*	49*	29**	51*	29**	22**	14**	37*	108	79*	30*
Before I had looked at any alternatives/ contacted any other providers	27 17%	27 17%	17 16%	10 20%	22 17%	12 15%	11 14%	8 16%	3 10%	11 22%	4 14%	7 32%	2 14%	8 22%	16 15%	13 16%	5 17%
After I had looked at alternatives but before I had made a final decision	31 19%	31 19%	21 19%	10 20%	22 17%	12 15%	12 15%	6 12%	6 21%	10 20%	6 21%	4 18%	3 21%	7 19%	21 19%	15 19%	9 30%
After I had made a decision on an alternative provider, but before I had signed up	24 15%	24 15%	21 19% ^c	3 6%	20 16%	17 22% ^c	15 19% ^c	12 24% ^c	3 10%	5 10%	5 17%	-	1 7%	2 5%	19 18%	16 20%	4 13%
After I had signed up with an alternative provider	48 30%	48 30%	28 26%	20 39%	41 32%	21 27%	23 29%	11 22%	12 41%	18 35%	10 34%	8 36%	7 50%	13 35%	30 28%	18 23%	7 23%
Don't know/don't recall	29 18%	29 18%	21 19%	8 16%	24 19%	16 21%	17 22%	12 24%	5 17%	7 14%	4 14%	3 14%	1 7%	7 19%	22 20%	17 22%	5 17%

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

QC1AG_3: Which of the following best describes when you found out you had to pay a charge for not returning equipment?

Base : All switchers who found out they had to pay charge

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	159	111	75	36	90	54	55	35	20	35	19	16	11	25	76	56	21
Weighted Base	159	111	75*	36*	90*	54*	55*	35*	20**	35*	19**	16**	11**	25**	76*	56*	21**
Before I had looked at any alternatives/ contacted any other providers	27	21	13	8	17	9	9	6	3	8	3	5	2	6	13	10	4
	17%	19%	17%	22%	19%	17%	16%	17%	15%	23%	16%	31%	18%	24%	17%	18%	19%
After I had looked at alternatives but before I had made a final decision	31	16	11	5	12	7	6	3	3	6	4	2	1	4	10	7	4
	19%	14%	15%	14%	13%	13%	11%	9%	15%	17%	21%	13%	9%	16%	13%	13%	19%
After I had made a decision on an alternative provider, but before I had signed up	24	15	12	3	12	9	11	8	3	1	1	-	1	2	14	11	3
	15%	14%	16%	8%	13%	17% ^{id}	20% ^{id}	23% ^{id}	15%	3%	5%	-	9%	8%	18%	20%	14%
After I had signed up with an alternative provider	48	35	20	15	30	15	16	8	8	14	7	7	6	9	21	13	5
	30%	32%	27%	42%	33%	28%	29%	23%	40%	40%	37%	44%	55%	36%	28%	23%	24%
Don't know/don't recall	29	24	19	5	19	14	13	10	3	6	4	2	1	4	18	15	5
	18%	22%	25%	14%	21%	26%	24%	29%	15%	17%	21%	13%	9%	16%	24%	27%	24%

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

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Table 189

QC2A And which, if any, of these did you experience MAJOR difficulties with...?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Getting a better deal with your previous provider	144 13%	144 13%	82 12%	62 14%	123 13%	61 12%	65 14%	44 15%	21 14%	58 11%	17 8%	41 14%	22 15%	40 13%	86 14%	65 14%	21 13%
Resolving billing issue with your previous provider	127 11%	127 11%	75 11%	52 12%	112 11%	60 11%	57 13%	38 13%	19 12%	55 11%	22 10%	33 11%	17 12%	35 11%	72 12%	53 12%	15 9%
Cancelling your previous service	116 10%	116 10%	75 11%	41 9%	98 10%	57 11%	49 11%	34 11%	15 10%	49 9%	23 10%	26 9%	17 12%	24 8%	67 11%	52 11%	18 11%
Your previous provider trying to persuade you to stay	103 9%	103 9%	73 11%	30 7%	88 9%	58 11%	40 9%	32 11%	8 5%	48 9%	26 12%	22 7%	12 8%	18 6%	55 9%	47 10%	15 9%
Arranging the switch so that you were not paying for your old and new services at the same time	87 8%	87 8%	55 8%	32 7%	71 7%	39 7%	31 7%	20 7%	11 7%	40 8%	19 9%	21 7%	13 9%	19 6%	47 8%	36 8%	16 10%
Contacting your previous provider	78 7%	78 7%	47 7%	31 7%	66 7%	35 7%	28 6%	20 7%	8 5%	38 7%	15 7%	23 8%	17 12%	14 5%	40 7%	32 7%	12 8%
Arranging the switch so that you always had access to your services	72 6%	72 6%	45 7%	27 6%	60 6%	33 6%	28 6%	18 6%	10 6%	32 6%	15 7%	17 6%	10 7%	17 6%	40 7%	30 7%	12 8%
Paying a disconnection charge	58 5%	58 5%	36 5%	22 5%	49 5%	27 5%	28 6%	18 6%	10 6%	21 4%	9 4%	12 4%	7 5%	15 5%	37 6%	27 6%	9 6%
Paying the charge to exit your contract early	45 4%	45 4%	27 4%	18 4%	41 4%	23 4%	30 7%	18 6%	12 8%	11 2%	5 2%	6 2%	5 3%	13 4%	34 6%	22 5%	4 3%
Getting the switch to happen on the date you wanted	41 4%	41 4%	24 4%	17 4%	32 3%	15 3%	15 3%	9 3%	6 4%	17 3%	6 3%	11 4%	11 8%	6 2%	24 4%	18 4%	9 6%
Understanding the relevant steps required to switch provider	38 3%	38 3%	25 4%	13 3%	23 2%	10 2%	11 2%	5 2%	6 4%	12 2%	5 2%	7 2%	5 3%	8 3%	26 4%	20 4%	15 9%
Finding time to research the market	36 3%	36 3%	25 4%	11 2%	24 2%	13 2%	7 2%	2 1%	5 3%	17 3%	11 5%	6 2%	1 1%	10 3%	19 3%	14 3%	12 8%
Contacting your new provider	31 3%	31 3%	20 3%	11 2%	23 2%	12 2%	12 3%	9 3%	3 2%	11 2%	3 1%	8 3%	4 3%	7 2%	20 3%	17 4%	8 5%
Having new equipment installed/services set up by your new provider i.e. engineer visits	30 3%	30 3%	21 3%	9 2%	24 2%	15 3%	11 2%	8 3%	3 2%	13 3%	7 3%	6 2%	6 4%	3 1%	17 3%	14 3%	6 4%
Other devices/products you own not working with the new service	27 2%	27 2%	16 2%	11 2%	22 2%	11 2%	11 2%	6 2%	5 3%	11 2%	5 2%	6 2%	5 3%	6 2%	16 3%	11 2%	5 3%
Comparing what different providers are offering	21 2%	21 2%	11 2%	10 2%	17 2%	7 1%	7 2%	2 1%	5 3%	10 2%	5 2%	5 2%	6 4%	4 1%	11 2%	6 1%	4 3%
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	20 2%	20 2%	12 2%	8 2%	14 1%	6 1%	9 2%	4 1%	5 3%	5 1%	2 1%	3 1%	3 2%	5 2%	15 2%	10 2%	6 4%

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

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QC2A And which, if any, of these did you experience MAJOR difficulties with...?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Paying a charge for not returning equipment	20 2%	20 2%	16 2% k	4 1%	15 2%	11 2% k	9 2%	6 2%	3 2%	6 1%	5 2% k	1 *	2 1%	2 1%	14 2%	11 2%	5 3%
Returning your previous provider's equipment	18 2%	18 2%	12 2%	6 1%	16 2%	10 2%	12 3% k	7 2% k	5 3% k	4 1%	3 1%	1 *	3 2%	3 1%	14 2%	9 2%	2 1%
Keeping/transferring your phone number	18 2%	18 2%	10 1%	8 2%	18 2%	10 2%	8 2%	4 1%	4 3%	10 2%	6 3%	4 1%	2 1%	6 2%	8 1%	4 1%	- -
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	17 2%	17 2%	10 1%	7 2%	12 1%	5 1%	6 1%	2 1%	4 3%	6 1%	3 1%	3 1%	4 3%	3 1%	11 2%	7 2%	5 3%
Setting up a new online account	15 1%	15 1%	11 2%	4 1%	11 1%	7 1%	4 1%	3 1%	1 1%	7 1%	4 2%	3 1%	- 1%	4 1%	8 1%	7 2%	4 3%
Getting permission to install new equipment (e.g. cables, satellite etc.)	5 *	5 *	3 *	2 *	2 *	- -	2 *	- -	2 1% degik	- -	- -	- -	1 1%	1 *	5 1%	3 1%	3 2%
Anything else	57 5%	57 5%	30 4%	27 6%	48 5%	21 4%	18 4%	14 5%	4 3%	30 6%	7 3%	23 8% dehij	12 8%	15 5%	27 4%	23 5%	9 6%
NET: Process	207 18%	207 18%	136 20% k	71 16%	175 18%	104 20%	87 19%	59 20%	28 18%	88 17%	45 20%	43 14%	32 22% am	39 13%	119 19%	91 20%	32 20%
Mean number of mentions	1.5	1.5	1.5	1.6	1.5	1.4	1.4	1.4	1.5a	1.6	1.4	1.7	1.6	1.7	1.5	1.5	1.7
NET: Any MAJOR difficulty	459 41%	459 41%	289 42%	170 38%	393 40%	223 43%	183 40%	127 42%	56 36%	210 40%	96 43%	114 38%	62 43%	108 35%	249 41%	193 42%	66 42%
None	673 59%	673 59%	392 58%	281 62%	581 60%	300 57%	271 60%	173 58%	98 64%	310 60%	127 57%	183 62%	81 57%	200 65%	363 59%	265 58%	92 58%
Mean number of MAJOR difficulties	1.08	1.08	1.12	1.03	1.04	1.04	1.10	1.08	1.14	0.98	1.00	0.97	1.29	0.90	1.17	1.17	1.36
Standard Deviation	1.96	1.96	1.91	2.04	1.88	1.72	2.04	1.75	2.51	1.72	1.69	1.75	2.14	1.99	2.14	2.01	2.42
Median (Incl 0s)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean number of MAJOR difficulties (Excl 0s)	2.67	2.67	2.63	2.72	2.57	2.45	2.72	2.54	3.13a	2.43	2.32	2.53	2.98	2.57	2.86	2.79	3.26
Standard Deviation	2.30	2.30	2.15	2.54	2.19	1.88	2.43	1.87	3.35	1.96	1.89	2.02	2.36	2.64	2.54	2.25	2.80
Median (Excl 0s)	1	1	1	1	1	1	2	2	2	1	1	1	2	1	2	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

QC2A And which, if any, of these did you experience MAJOR difficulties with...?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT V (n)	Triple CPS & SAPT V CPS (o)	SAPT V CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Getting a better deal with your previous provider	144 13%	102	57	45	84	39	46	30	16	38	9	29	13	32	64	48	18
		13% <u>g</u>	13% <u>g</u>	15% <u>g</u>	13% <u>g</u>	11%	15% <u>g</u>	16% <u>g</u>	15% <u>g</u>	11%	6%	14% <u>g</u>	14%	15%	16%	16%	17%
Resolving billing issue with your previous provider	127 11%	104	61	43	93	50	45	30	15	48	20	28	13	30	56	41	11
		14%	13%	14%	14%	14%	15%	16%	14%	14%	13%	14%	14%	14%	14%	14%	10%
Cancelling your previous service	116 10%	83	53	30	70	40	33	23	10	37	17	20	11	19	46	36	13
		11%	12%	10%	11%	12%	11%	12%	9%	10%	11%	10%	12%	9%	11%	12%	12%
Your previous provider trying to persuade you to stay	103 9%	73	54	19	61	42	28	23	5	33	19	14	7	12	40	35	12
		10%	12% <u>ch</u>	6%	9%	12% <u>ch</u>	9%	12% <u>ch</u>	5%	9%	12% <u>ch</u>	7%	8%	6%	10%	12%	11%
Arranging the switch so that you were not paying for your old and new services at the same time	87 8%	69	44	25	56	31	23	16	7	33	15	18	11	14	36	29	13
		9%	10%	8%	9%	9%	8%	8%	6%	9%	10%	9%	12%	6%	9%	10%	12%
Contacting your previous provider	78 7%	66	39	27	57	30	24	17	7	33	13	20	14	13	33	26	9
		9%	9%	9%	9%	9%	8%	9%	6%	9%	8%	10%	15% <u>m</u>	6%	8%	9%	8%
Arranging the switch so that you always had access to your services	72 6%	56	36	20	46	26	20	14	6	26	12	14	7	13	30	24	10
		7%	8%	6%	7%	7%	7%	7%	6%	7%	8%	7%	8%	6%	7%	8%	9%
Paying a disconnection charge	58 5%	48	28	20	41	21	23	13	10	18	8	10	7	13	30	20	7
		6%	6%	6%	6%	6%	8%	7%	9%	5%	5%	5%	8%	6%	7%	7%	7%
Paying the charge to exit your contract early	45 4%	35	20	15	32	17	25	14	11	7	3	4	4	11	28	17	3
		5% <u>g</u>	4%	5% <u>g</u>	5% <u>g</u>	5% <u>g</u>	8% <u>abdjkl</u>	7% <u>ijkl</u>	10% <u>abcedijkl</u>	2%	2%	2%	4%	5%	7%	6%	3%
Getting the switch to happen on the date you wanted	41 4%	32	19	13	23	10	11	7	4	12	3	9	8	5	20	16	9
		4%	4%	4%	4%	3%	4%	4%	4%	3%	2%	4%	9% <u>um</u>	2%	5%	5%	8%
Understanding the relevant steps required to switch provider	38 3%	31	23	8	18	10	9	5	4	9	5	4	4	4	22	18	13
		4%	5% <u>gd</u>	3%	3%	3%	3%	3%	4%	3%	3%	2%	4%	2%	5%	6%	12% <u>no</u>
Finding time to research the market	36 3%	23	17	6	13	7	3	1	2	10	6	4	-	6	13	11	10
		3% <u>g</u>	4% <u>lg</u>	2%	2%	2%	1%	1%	2%	3%	4% <u>lg</u>	2%	-	3%	3%	4%	9% <u>no</u>
Contacting your new provider	31 3%	29	19	10	21	11	11	8	3	10	3	7	3	7	19	16	8
		4%	4%	3%	3%	3%	4%	4%	3%	3%	2%	3%	3%	3%	5%	5%	7%
Having new equipment installed/services set up by your new provider i.e. engineer visits	30 3%	18	12	6	14	8	8	5	3	6	3	3	4	2	12	9	4
		2%	3%	2%	2%	2%	3%	3%	3%	2%	2%	1%	4% <u>m</u>	1%	3%	3%	4%
Other devices/products you own not working with the new service	27 2%	19	12	7	16	9	8	6	2	8	3	5	3	4	11	9	3
		2%	3%	2%	2%	3%	3%	3%	2%	2%	2%	2%	3%	2%	3%	3%	3%
Comparing what different providers are offering	21 2%	14	7	7	10	3	4	1	3	6	2	4	4	3	8	5	4
		2%	2%	2%	2%	1%	1%	1%	3%	2%	1%	2%	4%	1%	2%	2%	4%
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	20 2%	17	12	5	11	6	8	4	4	3	2	1	2	3	14	10	6
		2%	3%	2%	2%	2%	3%	2%	4% <u>kl</u>	1%	1%	*	2%	1%	3%	3%	6%

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

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

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Table 190

QC2A And which, if any, of these did you experience MAJOR difficulties with...?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Paying a charge for not returning equipment	20 2%	14 2%	11 2%	3 1%	11 2%	8 2%	7 2%	5 3%	2 2%	4 1%	3 2%	1 *	2 2%	1 *	10 2%	8 3%	3 3%
Returning your previous provider's equipment	18 2%	13 2%	9 2%	4 1%	12 2%	8 2%	8 3%	5 3%	3 3%	4 1%	3 2%	1 *	2 2%	2 1%	9 2%	6 2%	1 1%
Keeping/transferring your phone number	18 2%	16 2%	9 2%	7 2%	16 2%	9 3%	7 2%	4 2%	3 3%	9 3%	5 3%	4 2%	2 2%	5 2%	7 2%	4 1%	- -
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	17 2%	11 1%	8 2%	3 1%	7 1%	4 1%	3 1%	1 1%	2 2%	4 1%	3 2%	1 *	2 2%	1 *	7 2%	5 2%	4 4%
Setting up a new online account	15 1%	11 1%	8 2%	3 1%	7 1%	4 1%	2 1%	1 1%	1 1%	5 1%	3 2%	2 1%	- -	3 1%	6 1%	5 2%	4 4%
Getting permission to install new equipment (e.g. cables, satellite etc.)	5 *	3 *	2 *	1 *	1 *	- -	1 *	- -	1 1%	- -	- -	- -	1 1%	- -	3 1%	2 1%	2 2%
Anything else	57 5%	42 6%	21 5%	21 7%	36 5%	15 4%	14 5%	11 6%	3 3%	22 6%	4 3%	18 9%behj	10 11%	11 5%	20 5%	17 6%	6 6%
NET: Process	207 18%	152 20%	103 23%ck	49 16%	127 19%	78 22%ck	63 21%	45 23%ck	18 17%	64 18%	33 21%	31 15%	20 22%	29 13%	88 22%	70 23%	25 23%
Mean number of mentions	1.5	1.6	1.5	1.8	1.5	1.4	1.4	1.3	1.5	1.7	1.4	2.0	1.9	1.8	1.5	1.5	1.8
NET: Any MAJOR difficulty	459 41%	327 43%	202 44%	125 40%	277 42%	152 44%	130 43%	90 47%	40 37%	147 41%	62 40%	85 42%	42 46%	83 38%	180 44%	140 47%	50 47%
None	673 59%	436 57%	252 56%	184 60%	379 58%	195 56%	171 57%	103 53%	68 63%	208 59%	92 60%	116 58%	50 54%	134 62%	228 56%	160 53%	57 53%
Mean number of MAJOR difficulties	1.08	1.22	1.28	1.13	1.15	1.18	1.23	1.26	1.18	1.08	1.06	1.10	1.46	0.99	1.33	1.39	1.62
Standard Deviation	1.96	2.12	2.09	2.17	2.02	1.87	2.22	1.92	2.68	1.83	1.81	1.84	2.29	2.11	2.35	2.22	2.66
Median (Incl 0s)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean number of MAJOR difficulties (Excl 0s)	2.67	2.84	2.88	2.78	2.73	2.68	2.85	2.71	3.17	2.62	2.65	2.60	3.19	2.58	3.02	2.98	3.46
Standard Deviation	2.30	2.43	2.29	2.65	2.31	1.99	2.61	2.00	3.64	2.01	2.00	2.04	2.44	2.75	2.72	2.41	2.97
Median (Excl 0s)	1	2	2	1	2	2	2	2	2	1	2	1	2	1	2	2	2

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

QC2A And which, if any, of these did you experience MINOR difficulties with...?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups										Triple/ Dual ORS cancel (l)		Triple/ Dual ORS no cancel (m)		Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308		612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308		612	458	158
Cancelling your previous service	278	278	185	93	229	136	112	72	40	117	64	53	45	48		161	121	49
25%		25% ck	27% ck	21%	24% ck	26% ck	25% ck	24%	26% ck	23%	29% ck	18%	31% am	16%		26%	26%	31%
Finding time to research the market	265	265	164	101	223	122	106	72	34	117	50	67	50	51		148	114	42
23%		23%	24%	22%	23%	23%	23%	24%	22%	23%	22%	23%	35% am	17%		24%	25%	27%
Arranging the switch so that you always had access to your services	252	252	155	97	216	119	100	68	32	116	51	65	46	51		136	104	36
22%		22%	23%	22%	22%	23%	22%	23%	21%	22%	23%	22%	32% am	17%		22%	23%	23%
Arranging the switch so that you were not paying for your old and new services at the same time	247	247	178	69	206	137	107	82	25	99	55	44	39	30		148	123	41
22%		22% ck	26% acd hik	15%	21% ck	26% cd hik	24% ck	27% acd hik	16%	19%	25% ck	15%	27% am	10%		24%	27%	26%
Understanding the relevant steps required to switch provider	245	245	156	89	207	118	101	69	32	106	49	57	33	56		139	107	38
22%		22%	23%	20%	21%	23%	22%	23%	21%	20%	22%	19%	23%	18%		23%	23%	24%
Your previous provider trying to persuade you to stay	242	242	159	83	198	115	106	75	31	92	40	52	36	47		150	119	44
21%		21%	23% ck ik	18%	20%	22%	23% ck	25% ck ik	20%	18%	18%	18%	26% am	15%		25%	26%	28%
Comparing what different providers are offering	220	220	144	76	180	104	87	59	28	93	45	48	28	48		127	99	40
19%		19%	21%	17%	18%	20%	19%	20%	18%	18%	20%	16%	20%	16%		21%	22%	25%
Contacting your previous provider	180	180	112	68	154	86	74	47	27	80	39	41	41	27		100	73	26
16%		16%	16%	15%	16%	16%	16%	16%	18%	15%	17%	14%	29% am	9%		16%	16%	16%
Contacting your new provider	138	138	99	39	114	75	47	35	12	67	40	27	15	24		71	59	24
12%		12% ck	15% ck fhk	9%	12%	14% ck hik	10%	12%	8%	13% ck	18% acd fhk	9%	10%	8%		12%	13%	15%
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	137	137	87	50	114	64	53	35	18	61	29	32	17	33		76	58	23
12%		12%	13%	11%	12%	12%	12%	12%	12%	12%	13%	11%	12%	11%		12%	13%	15%
Getting the switch to happen on the date you wanted	136	136	91	45	117	72	52	35	17	65	37	28	19	26		71	54	19
12%		12%	13%	10%	12%	14%	11%	12%	11%	13%	17% ck	9%	13%	8%		12%	12%	12%
Having new equipment installed/services set up by your new provider i.e. engineer visits	136	136	109	27	110	83	58	46	12	52	37	15	13	14		84	72	26
12%		12% ck	16% acd hik	6%	11% ck	16% acd hik	13% ck	15% ck hik	8%	10% ck	17% cd hik	5%	9%	5%		14%	16%	16%
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	122	122	64	58	108	50	50	29	21	58	21	37	21	37		64	43	14
11%		11%	9%	13%	11%	10%	11%	10%	14%	11%	9%	12%	15%	12%		10%	9%	9%
Getting a better deal with your previous provider	119	119	81	38	96	58	50	36	14	46	22	24	17	21		73	59	23
11%		11%	12%	8%	10%	11%	11%	12%	9%	9%	10%	8%	12%	7%		12%	13%	15%
Setting up a new online account	105	105	68	37	86	49	36	27	9	50	22	28	16	21		55	46	19
9%		9%	10%	8%	9%	9%	8%	9%	6%	10%	10%	9%	11%	7%		9%	10%	12%
Returning your previous provider's equipment	105	105	75	30	86	56	46	29	17	40	27	13	14	16		65	48	19
9%		9% ck	11% ck	7%	9% ck	11% ck	10% ck	10% ck	11% ck	8%	12% ck	4%	10%	5%		11%	10%	12%
Resolving billing issue with your previous provider	86	86	46	40	75	35	38	22	16	37	13	24	18	22		49	33	11
8%		8%	7%	9%	8%	7%	8%	7%	10%	7%	6%	8%	13%	7%		8%	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

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QC2A And which, if any, of these did you experience MINOR difficulties with...?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Paying a disconnection charge	81	81	45	36	70	34	31	18	13	39	16	23	13	23	42	29	11
7%	7%	7%	8%	7%	7%	7%	7%	6%	8%	8%	7%	8%	9%	7%	7%	6%	7%
Keeping/transferring your phone number	70	70	37	33	70	37	32	18	14	38	19	19	17	16	32	18	-
6%	6%	5%	7%	7%	7%	7%	7%	6%	9%	7%	9%	6%	12%am	5%	5%up	4%up	-
Other devices/products you own not working with the new service	61	61	38	23	48	25	23	15	8	25	10	15	8	15	36	28	13
5%	5%	6%	5%	5%	5%	5%	5%	5%	5%	5%	4%	5%	6%	5%	6%	6%	8%
Paying the charge to exit your contract early	56	56	32	24	47	23	24	11	13	23	12	11	8	16	33	20	9
5%	5%	5%	5%	5%	5%	4%	5%	4%	8%eqh	4%	5%	4%	6%	5%	5%	4%	6%
Paying a charge for not returning equipment	38	38	27	11	27	16	16	9	7	11	7	4	3	8	27	20	11
3%	3%	4%uk	2%	3%	3%	3%	4%	3%	5%uk	2%	3%	1%	2%	3%	4%	4%	7%
Getting permission to install new equipment (e.g. cables, satellite etc.)	25	25	21	4	17	13	9	8	1	8	5	3	1	3	17	16	8
2%	2%	3%uc	1%	2%	2%	2%	2%	3%	1%	2%	2%	1%	1%	1%	3%	3%	5%
Anything else	11	11	6	5	8	3	3	3	-	5	-	5	-	5	6	6	3
1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	2%	-	2%	1%	1%	2%
NET: Process	538	538	353	185	450	265	217	148	69	233	117	116	80	105	305	236	88
48%	48%uck	52%cdih	41%	46%k	51%uck	48%uck	49%uck	45%	45%	52%uck	39%	56%um	34%	50%	52%	56%	
Mean number of mentions	1.7	1.7	1.7	1.6	1.7	1.7	1.7	1.7	1.7a	1.7	1.8	1.6	1.9	1.5	1.7	1.7	1.6
NET: Any MINOR difficulty	815	815	515	300	693	393	334	233	101	359	160	199	117	183	456	355	122
72%	72%uc	76%cdhik	67%	71%	75%chlik	74%uc	78%acdhiik	66%	69%	72%	67%	82%um	59%	75%	78%	77%	
None	317	317	166	151	281	130	120	67	53	161	63	98	26	125	156	103	36
28%	28%ug	24%	33%abefg	29%bg	25%	26%	22%	34%beg	31%beg	26%	33%beg	18%	41%l	25%	22%	23%	
Mean number of MINOR difficulties	2.96	2.96ck	3.20cdie	2.61	2.88k	3.12ck	3.00k	3.07ck	2.86	2.78	3.16ck	2.47	3.62m	2.14	3.12	3.21	3.47
Standard Deviation	3.12	3.12	3.26	2.85	3.09	3.26	3.24	3.27	3.21	2.94	3.27	2.64	2.95	2.68	3.25	3.27	3.26
Median (Incl 0s)	2	2	2	1	2	2	2	2	1	2	2	1	3	1	2	2	2
Mean number of MINOR difficulties (Excl 0s)	4.12	4.12	4.23k	3.92	4.05	4.15	4.07	3.95	4.37k	4.03	4.44k	3.69	4.43m	3.60	4.19	4.14	4.50
Standard Deviation	2.96	2.96	3.12	2.66	2.94	3.15	3.15	3.20	3.02	2.74	3.05	2.42	2.66	2.61	3.12	3.15	3.02
Median (Excl 0s)	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	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

QC2A And which, if any, of these did you experience MINOR difficulties with...?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT V (n)	Triple CPS & SAPT V CPS (o)	SAPT V CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Cancelling your previous service	278	192	135	57	157	100	78	50	28	79	50	29	26	31	113	85	35
25%		25%ck	30%cdik	18%	24%k	29%cik	26%ck	26%ck	26%k	22%k	32%cdik	14%	28%am	14%	28%	28%	33%
Finding time to research the market	265	187	113	74	154	80	73	48	25	81	32	49	35	39	106	81	33
23%		25%	25%	24%	23%	23%	24%	25%	23%	23%	21%	24%	38%am	18%	26%	27%	31%
Arranging the switch so that you always had access to your services	252	174	112	62	150	88	72	50	22	78	38	40	28	34	96	74	24
22%		23%	25%	20%	23%	25%	24%	26%	20%	22%	25%	20%	30%am	16%	24%	25%	22%
Arranging the switch so that you were not paying for your old and new services at the same time	247	165	118	47	138	91	71	55	16	67	36	31	26	21	98	82	27
22%		22%c	26%chik	15%	21%c	26%chik	24%ck	26%acdchik	15%	19%	23%e	15%	28%am	10%	24%	27%	25%
Understanding the relevant steps required to switch provider	245	157	101	56	133	77	66	45	21	67	32	35	21	35	90	69	24
22%		21%	22%	18%	20%	22%	22%	23%	19%	19%	21%	17%	23%	16%	22%	23%	22%
Your previous provider trying to persuade you to stay	242	155	100	55	124	69	64	44	20	60	25	35	26	29	95	75	31
21%		20%	22%	18%	19%	20%	21%	23%	19%	17%	16%	17%	28%am	13%	23%	25%	29%
Comparing what different providers are offering	220	132	85	47	106	59	49	34	15	57	25	32	19	28	75	60	26
19%		17%	19%	15%	16%	17%	16%	16%	14%	16%	16%	16%	21%	13%	18%	20%	24%
Contacting your previous provider	180	114	68	46	100	54	49	31	18	51	23	28	29	17	63	45	14
16%		15%	15%	15%	15%	16%	16%	16%	17%	14%	15%	14%	32%am	8%	15%	15%	13%
Contacting your new provider	138	87	62	25	69	44	23	17	6	46	27	19	8	17	41	35	18
12%		11%	14%cfh	8%	11%	13%fh	8%	9%	6%	13%cfh	18%acdfighk	9%	9%	8%	10%	12%	17%
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	137	98	60	38	82	44	36	24	12	46	20	26	13	25	52	40	16
12%		13%	13%	12%	13%	13%	12%	12%	11%	13%	13%	13%	14%	12%	13%	13%	15%
Getting the switch to happen on the date you wanted	136	93	63	30	82	52	35	23	12	47	29	18	11	19	46	34	11
12%		12%	14%	10%	13%	15%ck	12%	12%	11%	13%	19%acdik	9%	12%	9%	11%	11%	10%
Having new equipment installed/services set up by your new provider i.e. engineer visits	136	87	71	16	72	56	40	32	8	32	24	8	6	10	55	47	15
12%		11%ck	16%acdchik	5%	11%ck	16%acdchik	13%ck	17%cdchik	7%	9%ck	16%chik	4%	7%	5%	13%	16%	14%
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	122	79	39	40	69	29	35	17	18	34	12	22	16	24	45	27	10
11%		10%	9%	13%	11%	8%	12%	9%	17%begij	10%	8%	11%	17%	11%	11%	9%	9%
Getting a better deal with your previous provider	119	73	53	20	56	36	28	21	7	28	15	13	8	12	45	38	17
11%		10%	12%ck	6%	9%	10%	9%	11%	6%	8%	10%	6%	9%	6%	11%	13%	16%
Setting up a new online account	105	68	42	26	54	28	23	18	5	31	10	21	12	14	37	32	14
9%		9%	9%	8%	8%	8%	8%	9%	5%	9%	6%	10%	13%	6%	9%	11%	13%
Returning your previous provider's equipment	105	77	53	24	62	38	35	22	13	27	16	11	13	11	50	37	15
9%		10%k	12%k	8%	9%	11%k	12%k	11%k	12%k	8%	10%	5%	14%am	5%	12%	12%	14%
Resolving billing issue with your previous provider	86	57	30	27	50	23	25	16	9	25	7	18	12	15	32	23	7
8%		7%	7%	9%	8%	7%	8%	8%	8%	7%	5%	9%	13%	7%	8%	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

* small base

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QC2A And which, if any, of these did you experience MINOR difficulties with...?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Paying a disconnection charge	81 7%	52 7%	26 6%	26 8%	45 7%	19 5%	21 7%	10 5%	11 10%	24 7%	9 6%	15 7%	7 8%	19 9%	28 7%	17 6%	7 7%
Keeping/transferring your phone number	70 6%	41 5%	24 5%	17 6%	41 6%	24 7%	18 6%	9 5%	9 8%	23 6%	15 10%ak	8 4%	10 11%am	7 3%	18 4%ap	9 3%	- -
Other devices/products you own not working with the new service	61 5%	50 7%	30 7%	20 6%	39 6%	19 5%	17 6%	10 5%	7 6%	22 6%	9 6%	13 6%	6 7%	14 6%	28 7%	21 7%	11 10%
Paying the charge to exit your contract early	56 5%	39 5%	22 5%	17 6%	33 5%	16 5%	16 5%	6 3%	10 9%gl	17 5%	10 6%	7 3%	4 4%	13 6%	22 5%	12 4%	6 6%
Paying a charge for not returning equipment	38 3%	26 3%	17 4%	9 3%	18 3%	9 3%	11 4%	6 3%	5 5%	7 2%	3 2%	4 2%	3 3%	6 3%	19 5%	14 5%	8 7%
Getting permission to install new equipment (e.g. cables, satellite etc.)	25 2%	16 2%	14 3%cdk	2 1%	8 1%	6 2%	3 1%	2 1%	1 1%	5 1%	4 3%	1 *	- -	2 1%	11 3%	10 3%	8 7%en
Anything else	11 1%	7 1%	3 1%	4 1%	5 1%	1 *	1 *	1 1%	- -	4 1%	- -	4 2%ae	- -	4 2%	3 1%	3 1%	2 2%
NET: Process	538 48%	364 48%ck	244 54%acdhlk	120 39%	305 46%ck	185 53%cdhlk	145 48%ck	101 52%ck	44 41%	160 45%	84 55%chl	76 38%	52 57%am	68 31%	204 50%	160 53%	59 55%
Mean number of mentions	1.7	1.7	1.8	1.6	1.7	1.8	1.8	1.8	1.8 1.8ad	1.7	1.8	1.6	1.8	1.5	1.7	1.7	1.6
NET: Any MINOR difficulty	815 72%	550 72%	343 76%ckl	207 67%	469 71%	262 76%ck	224 74%cd	152 79%cdhlk	72 67%	245 69%	110 71%	135 67%	78 85%am	129 59%	305 75%	233 78%	81 76%
None	317 28%	213 28%	111 24%	102 33%befg	187 29%g	85 71%	77 26%	41 21%	36 33%g	110 31%bg	44 29%	66 33%beg	14 15%	88 41%l	103 25%	67 22%	26 24%
Mean number of MINOR difficulties	2.96	2.92k	3.17cdk	2.54	2.82	3.06ck	2.95k	3.06ck	2.76	2.70	3.00k	2.42	3.06m	2.06	3.11	3.23	3.54
Standard Deviation	3.12	2.98	3.09	2.77	2.92	3.03	3.05	3.04	3.08	2.81	3.04	2.60	2.76	2.64	3.11	3.12	3.25
Median (Incl 0s)	2	2	2	1	2	2	2	2	2	2	2	1	3	1	2	2	3
Mean number of MINOR difficulties (Excl 0s)	4.12	4.05	4.20k	3.79	3.94	4.05	3.97	3.89	4.14	3.91	4.20k	3.61	4.35m	3.46	4.16	4.16	4.68
Standard Deviation	2.96	2.78	2.88	2.60	2.74	2.85	2.91	2.91	2.91	2.59	2.77	2.40	2.47	2.62	2.93	2.94	2.93
Median (Excl 0s)	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	4

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

QC2A And which, if any, of these did you experience NO difficulties with...?

Base : All switchers

		LAST 2 YEAR SWITCHERS															
Total	Switcher Sample groups												Cancel		PAY TV		
	Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
963	963	562	401	837	436	395	256	139	442	180	262	124	277	521	382	126	
85%	85%	83%	89% abefj	86% j	83%	87% bj	85%	90% abefj	85%	81%	88% bj	87%	90%	85%	83%	80%	
849	849	500	349	744	395	342	226	116	402	169	233	105	244	447	331	105	
75%	75%	73%	77%	76%	76%	75%	75%	75%	77%	76%	78%	73%	79%	73%	72%	66%	
831	831	492	339	727	388	341	226	115	386	162	224	92	247	445	330	104	
73%	73%	72%	75%	75%	74%	75%	75%	75%	74%	73%	75%	64%	80% l	73%	72%	66%	
808	808	481	327	698	371	326	214	112	372	157	215	87	240	436	324	110	
71%	71%	71%	73%	72%	71%	72%	71%	73%	72%	70%	72%	61%	78% l	71%	71%	70%	
798	798	448	350	697	347	316	198	118	381	149	232	91	259	417	299	101	
70%	70% b	66%	76% abdefgj	72% abe	66%	70%	66%	77% abefj	73% beefj	67%	76% abdefgj	64%	84% l	68%	65%	64%	
738	738	421	317	647	330	293	194	99	354	136	218	81	236	384	285	91	
65%	65%	62%	70% abej	66%	63%	65%	65%	64%	68% ab	61%	73% abdefghj	57%	77% l	63%	62%	58%	
701	701	415	286	616	330	288	199	89	328	131	197	87	199	373	284	85	
62%	62%	61%	63%	63%	63%	63%	66%	58%	63%	59%	66%	61%	65%	61%	62%	54%	
650	650	378	272	581	309	294	193	101	287	116	171	82	190	363	262	69	
57%	57%	56%	60% j	60% j	59%	65% abijk	64% abij	66% bjl	55%	52%	58%	57%	62%	59% op	57% op	44%	
613	613	303	310	613	303	278	175	103	335	128	207	90	220	278	175	-	
54%	54% ab	44%	69% abdefgj	63% ab	58% ab	61% ab	58% ab	67% ababe	64% abe	57% ab	70% abdefgj	63%	71%	45% op	38% op	-	
612	612	398	214	522	308	267	188	79	255	120	135	71	143	357	278	90	
54%	54% ack	58% cdik	47%	54% ack	59% cdik	59% cdik	63% acdhljk	51%	49%	54%	45%	50%	46%	58%	61%	57%	
540	540	265	275	475	200	200	114	86	275	86	189	89	186	265	179	65	
48%	48% abefj	39%	61% abdefgj	49% abefj	38%	44%	38%	56% abefgj	53% abefgj	39%	64% ababdefgj	62%	60%	43%	39%	41%	
507	507	359	148	435	287	253	170	83	182	117	65	48	100	325	242	72	
45%	45% cdik	53% acdik	33% k	45% cdik	55% acdik	56% acdik	57% acdik	54% acdik	35% k	52% acdik	22%	34%	32%	53%	53%	46%	
456	456	302	154	376	222	190	135	55	186	87	99	70	84	270	215	80	
40%	40% ack	44% cdik	34%	39%	42% cdik	42% ck	45% cdik	36%	36%	39%	33%	49% m	27%	44%	47%	51%	
323	323	207	116	271	155	138	95	43	133	60	73	43	73	190	147	52	
29%	29%	30%	26%	28%	30%	30%	32%	28%	26%	27%	25%	30%	24%	31%	32%	33%	
322	322	182	140	283	143	136	78	58	147	65	82	48	92	175	117	39	
28%	28%	27%	31%	29%	27%	30%	26%	38% ababdegijk	28%	29%	28%	34%	30%	29%	26%	25%	
188	188	134	54	170	116	91	61	30	79	55	24	17	37	109	79	18	
17%	17% ck	20% cdik	12%	17% ck	22% acdik	20% cdik	20% ck	19% ck	15% k	25% acdik	8%	12%	12%	18%	17%	11%	
176	176	116	60	148	88	82	54	28	66	34	32	23	37	110	82	28	
16%	16% k	17% dk	13%	15%	17% k	18% cdik	18% dk	18% k	13%	15%	11%	16%	12%	18%	18%	18%	

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

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QC2A And which, if any, of these did you experience NO difficulties with...?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups										Cancel		PAY TV			
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Paying the charge to exit your contract early	120	120	66	54	109	55	60	30	30	49	25	24	15	39	71	41	11
11%	11%	11%	10%	12%	11%	11%	13% k	10%	19% abcdeghijk	9%	11%	8%	10%	13%	12%	9%	7%
Paying a disconnection charge	116	116	67	49	102	53	52	32	20	50	21	29	14	35	66	46	14
10%	10%	10%	10%	11%	10%	10%	11%	11%	13%	10%	9%	10%	10%	11%	11%	10%	9%
Paying a charge for not returning equipment	101	101	65	36	87	51	53	34	19	34	17	17	9	27	67	48	14
9%	9%	9%	10% k	8%	9%	10% k	12% jk	11% ik	12% jk	7%	8%	6%	6%	9%	11%	10%	9%
Getting permission to install new equipment (e.g. cables, satellite etc.)	73	73	51	22	60	38	30	19	11	30	19	11	6	16	43	32	13
6%	6%	6%	7% k	5%	6%	7% k	7%	6%	7%	6%	9% k	4%	4%	5%	7%	7%	8%
Resolving billing issue with your previous provider	61	61	36	25	55	30	35	18	17	20	12	8	7	18	41	24	6
5%	5%	5%	5%	6%	6% k	6% k	8% jk	6% k	11% abcdehijk	4%	5%	3%	5%	6%	7%	5%	4%
Other devices/products you own not working with the new service	61	61	43	18	48	30	29	19	10	19	11	8	5	13	42	32	13
5%	5%	5%	6% jk	4%	5%	6% k	6% jk	6% k	6%	4%	5%	3%	3%	4%	7%	7%	8%
Anything else	1	1	-	1	1	-	-	-	-	1	-	1	-	1	-	-	-
*	*	*	-	*	*	-	-	-	-	*	-	*	-	*	-	-	-
None	16	16	13	3	11	8	6	4	2	5	4	1	2	1	11	9	5
1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	*	1%	*	2%	2%	3%

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

QC2A And which, if any, of these did you experience NO difficulties with...?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Contacting your new provider	963	647	373	274	566	292	267	168	99	299	124	175	81	193	348	249	81
85%	85%	82%	89% bj	86%	84%	89% bj	87%	92% bj	84%	81%	87%	87%	88%	89%	85% p	83%	76%
Understanding the relevant steps required to switch provider	849	575	330	245	505	260	226	143	83	279	117	162	67	178	296	213	70
75%	75%	73%	79% b	77%	75%	75%	75%	74%	77%	79%	76%	81% b	73%	82%	73%	71%	65%
Finding time to research the market	831	553	324	229	489	260	225	144	81	264	116	148	57	172	289	208	64
72%	72%	71%	74%	75%	75%	75%	75%	75%	75%	74%	75%	74%	62%	79% l	71% p	69%	60%
Arranging the switch so that you always had access to your services	808	533	306	227	460	233	209	129	80	251	104	147	57	170	282	202	73
71%	70%	67%	73%	70%	67%	69%	69%	67%	74%	71%	68%	73%	62%	78% l	69%	67%	68%
Arranging the switch so that you were not paying for your old and new services at the same time	798	529	292	237	462	225	207	122	85	255	103	152	55	182	274	189	67
70%	69%	64%	77% abdefgj	70% b	65%	69%	63%	79% abefgj	72% begj	67%	76% begj	60%	64% l	67%	63%	63%	63%
Cancelling your previous service	738	488	266	222	429	207	190	120	70	239	87	152	55	167	249	179	59
65%	64%	59%	72% abdefgj	65% b	60%	63%	62%	65%	67% abej	56%	76% abdefghij	60%	77% l	61%	60%	55%	55%
Comparing what different providers are offering	701	485	283	202	425	223	200	132	68	225	91	134	56	146	260	192	60
62%	64%	62%	65%	65%	64%	66%	66%	63%	63%	59%	67%	61%	61%	67%	64%	64%	56%
Setting up a new online account	650	453	257	196	407	211	206	127	79	201	84	117	53	143	252	173	46
57%	59%	57%	63%	62%	61%	68% abefjkl	66% bjl	73% abdefjkl	57%	55%	58%	58%	58%	66%	62% p	58% p	43%
Keeping/transferring your phone number	613	412	197	215	412	197	181	110	71	231	87	144	55	160	181	110	-
54%	54% ab	43%	70% abdefgj	63% ab	57% b	60% b	57% b	66% ab	65% abe	56% b	72% abdefgj	60%	74% l	44% op	37% p	-	-
Getting the switch to happen on the date you wanted	612	395	263	132	335	203	177	123	54	158	80	78	46	86	237	183	60
54%	52% cikl	58% acdikl	43%	51% cikl	59% acdikl	59% acdikl	64% acdhljk	50%	45%	52% k	39%	50%	50%	40%	58%	61%	56%
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	540	388	189	199	342	143	146	82	64	196	61	135	58	141	192	128	46
48%	51% begj	42%	64% abdefghj	52% begj	41%	49%	42%	59% begj	55% begj	40%	67% abdefghj	63%	65%	47%	43%	43%	43%
Having new equipment installed/services set up by your new provider i.e. engineer visits	507	333	243	90	286	196	161	107	54	125	89	36	27	63	208	154	47
45%	44% cikl	54% acdikl	29% k	44% cikl	56% acdikl	53% acdikl	55% acdikl	50% cikl	35% k	58% acdikl	18%	29%	29%	51%	51%	44%	44%
Contacting your previous provider	456	308	208	100	250	150	124	88	36	126	62	64	42	58	182	146	58
40%	40% ck	46% cdhlk	32%	38%	43% cikl	41% ck	46% chikl	33%	35%	40%	32%	46% m	27%	27%	45%	49%	54%
Your previous provider trying to persuade you to stay	323	215	137	78	180	102	89	61	28	91	41	50	29	49	124	96	35
29%	28%	30%	25%	27%	29%	30%	32%	26%	26%	27%	25%	32%	32%	30%	32%	32%	33%
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	322	223	126	97	198	101	99	56	43	99	45	54	32	65	124	81	25
28%	29%	28%	31%	30%	29%	33%	29%	40% abdekl	28%	29%	27%	35%	30%	30%	30%	27%	23%
Returning your previous provider's equipment	188	125	90	35	113	78	62	42	20	51	36	15	10	25	74	54	12
17%	16% ck	20% cikl	11%	17% ck	22% acdikl	21% cikl	22% cikl	19% k	14% k	23% acikl	7%	11%	12%	18%	18%	11%	11%
Getting a better deal with your previous provider	176	117	78	39	98	59	55	37	18	43	22	21	17	22	74	56	19
16%	15%	17% ikl	13%	15%	17% k	18% ikl	19% cikl	17%	12%	14%	10%	18% um	10%	10%	18%	19%	18%

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

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QC2A And which, if any, of these did you experience NO difficulties with...?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Paying the charge to exit your contract early	120 11%	88 12%	51 11%	37 12%	80 12% k	43 12% k	44 15% k	21 11%	23 21% abcdegiik	36 10%	22 14% k	14 7%	10 11%	27 12%	52 13%	29 10%	8 7%
Paying a disconnection charge	116 10%	78 10%	49 11%	29 9%	67 10%	38 11%	34 11%	20 10%	14 13%	33 9%	18 12%	15 7%	7 8%	22 10%	45 11%	31 10%	11 10%
Paying a charge for not returning equipment	101 9%	71 9%	47 10% k	24 8%	61 9%	37 11% k	37 12% k	24 12% k	13 12% k	24 7%	13 8%	11 5%	6 7%	18 8%	47 12%	34 11%	10 9%
Getting permission to install new equipment (e.g. cables, satellite etc.)	73 6%	43 6%	32 7% ck	11 4%	35 5%	24 7% k	18 6%	12 6%	6 6%	17 5%	12 8% ck	5 2%	3 3%	8 4%	26 6%	20 7%	8 7%
Resolving billing issue with your previous provider	61 5%	39 5%	22 5%	17 6%	34 5%	17 5%	24 8% k	12 6%	12 11% abcdeijk	10 3%	5 3%	5 2%	6 7%	11 5%	29 7%	17 6%	5 5%
Other devices/products you own not working with the new service	61 5%	35 5%	23 5%	12 4%	28 4%	16 5%	17 6% k	9 5%	8 7% k	11 3%	7 5%	4 2%	5 5%	7 3%	24 6%	16 5%	7 7%
Anything else	1 *	1 *	-	1 *	1 *	-	-	-	-	1 *	-	1 *	-	1 *	-	-	-
None	16 1%	10 1%	8 2%	2 1%	6 1%	4 1%	3 1%	1 1%	2 2%	3 1%	3 2% k	-	1 1%	1 *	7 2%	5 2%	4 4%

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

QC2A And which, if any, of these did you experience MAJOR/MINOR difficulties with...?

Base : All switchers

Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
	Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
	Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
394	394	260	134	327	193	161	106	55	166	87	79	62	72	228	173	67	
35%	35%ck	38%ckik	30%	34%ck	37%ck	35%ck	35%ck	36%ck	32%	39%ck	27%	43%am	23%	37%	38%	42%	
345	345	232	113	286	173	146	107	39	140	66	74	48	65	205	166	59	
30%	30%ck	34%cdhik	25%	29%	33%ckik	32%ck	36%cdhik	25%	27%	30%	25%	34%am	21%	33%	36%	37%	
334	334	233	101	277	176	138	102	36	139	74	65	52	49	195	159	57	
30%	30%ck	34%acdihk	22%	28%ck	34%cdhik	30%ck	34%chik	23%	27%	33%chik	22%	36%am	16%	32%	35%	36%	
324	324	200	124	276	152	128	86	42	148	66	82	56	68	176	134	48	
29%	29%	29%	27%	28%	29%	28%	29%	27%	28%	30%	28%	39%am	22%	29%	29%	30%	
301	301	189	112	247	135	113	74	39	134	61	73	51	61	167	128	54	
27%	27%	28%	25%	25%	26%	25%	25%	25%	26%	27%	25%	36%am	20%	27%	28%	34%	
283	283	181	102	230	128	112	74	38	118	54	64	38	64	165	127	53	
25%	25%	27%	23%	24%	24%	25%	25%	25%	23%	24%	22%	27%	21%	165	127	53	
263	263	163	100	219	119	115	80	35	104	39	65	39	61	159	124	44	
23%	23%	24%ij	22%	22%	23%	25%ijj	27%ijj	23%	20%	17%	22%	27%	20%	159	124	44	
258	258	159	99	220	121	102	67	35	118	54	64	58	41	140	105	38	
23%	23%	23%	22%	23%	23%	22%	22%	23%	23%	24%	22%	41%am	13%	140	105	38	
241	241	155	86	197	111	94	61	33	103	50	53	34	52	138	105	44	
21%	21%	23%	19%	20%	21%	21%	20%	21%	20%	22%	18%	24%	17%	138	105	44	
213	213	121	92	187	95	95	60	35	92	35	57	35	57	121	86	26	
19%	19%	18%	20%	19%	18%	21%	20%	23%	18%	16%	19%	24%	19%	121	86	26	
177	177	115	62	149	87	67	44	23	82	43	39	30	32	95	72	28	
16%	16%	17%	14%	15%	17%	15%	15%	15%	16%	19%	13%	21%am	10%	95	72	28	
169	169	119	50	137	87	59	44	15	78	43	35	19	31	91	76	32	
15%	15%ck	17%cdhik	11%	14%	17%ch	13%	15%	10%	15%	19%cdhik	12%	13%	10%	91	76	32	
166	166	130	36	134	98	69	54	15	65	44	21	19	17	101	86	32	
15%	15%ck	19%acdihk	8%	14%ck	19%acdihk	15%ck	18%chik	10%	13%ck	20%cdhik	7%	13%am	6%	101	86	32	
157	157	99	58	128	70	62	39	23	66	31	35	20	38	91	68	29	
14%	14%	15%	13%	13%	13%	14%	13%	15%	13%	14%	12%	14%	12%	91	68	29	
139	139	74	65	120	55	56	31	25	64	24	40	25	40	75	50	19	
12%	12%	11%	14%	12%	11%	12%	10%	16%	12%	11%	13%	17%	13%	75	50	19	
139	139	81	58	119	61	59	36	23	60	25	35	20	38	79	56	20	
12%	12%	12%	13%	12%	12%	13%	12%	15%	12%	11%	12%	14%	12%	79	56	20	

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

QC2A And which, if any, of these did you experience MAJOR/MINOR difficulties with...?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Returning your previous provider's equipment	123 11%	123 11%	87 13% ck	36 8%	102 10% k	66 13% ckik	58 13% ckik	36 12% k	22 14% ckik	44 8% k	30 13% ckik	14 5%	17 12% am	19 6%	79 13%	57 12%	21 13%
Setting up a new online account	120 11%	120 11%	79 12%	41 9%	97 10%	56 11%	40 9%	30 10%	10 6%	57 11%	26 12%	31 10%	16 11%	25 8%	63 10%	53 12%	23 15%
Paying the charge to exit your contract early	101 9%	101 9%	59 9%	42 9%	88 9%	46 9%	54 12% ik	29 10%	25 16% abcdeghijk	34 7%	17 8%	17 6%	13 9%	29 9%	67 11%	42 9%	13 8%
Keeping/transferring your phone number	88 8%	88 8%	47 7%	41 9%	88 9%	47 9%	40 9%	22 7%	18 12% ab	48 9%	25 11% ab	23 8%	19 13% um	22 7%	40 7% p	22 5% p	- -
Other devices/products you own not working with the new service	88 8%	88 8%	54 8%	34 8%	70 7%	36 7%	34 7%	21 7%	13 8%	36 7%	15 7%	21 7%	13 9%	21 7%	52 8%	39 9%	18 11%
Paying a charge for not returning equipment	58 5%	58 5%	43 6% ck	15 3%	42 4% k	27 5% k	25 6% k	15 5% k	10 6% k	17 3%	12 5% k	5 2%	5 3%	10 3%	41 7%	31 7%	16 10%
Getting permission to install new equipment (e.g. cables, satellite etc.)	30 3%	30 3%	24 4% cdik	6 1%	19 2%	13 2%	11 2%	8 3%	3 2%	8 2%	5 2%	3 1%	2 1%	4 1%	22 4%	19 4%	11 7%
Anything else	68 6%	68 6%	36 5%	32 7% hij	56 6%	24 5%	21 5%	17 6%	4 3%	35 7%	7 3%	28 9% abdefhij	12 8%	20 6%	33 5%	29 6%	12 8%
NET: Process	614 54%	614 54%	393 58% ck	221 49%	518 53%	297 57% ckk	245 54%	169 56% ck	76 49%	273 53%	128 57% ck	145 49%	98 69% um	123 40%	341 56%	265 58%	96 61%
Mean number of mentions	2.0	2.0	2.1	1.9	2.0	2.0	2.0	2.0	2.1 ^{ad}	2.0	2.1	1.8	2.0	1.8	2.0	2.0	2.1
Any MAJOR/MINOR difficulty	860 76%	860 76%	538 79% schik	322 71%	731 75%	409 78% ckh	351 77% ck	244 81% acdghijk	107 69%	380 73%	165 74%	215 72%	122 85% um	200 65%	480 78%	373 81%	129 82%
None	272 24%	272 24%	143 21%	129 29% befg	243 25% g	114 22%	103 23%	56 19%	47 31% beg	140 27% bg	58 26% g	82 28% abg	21 15%	108 35% l	132 22%	85 19%	29 18%
Mean number of MAJOR/ MINOR difficulties	4.05	4.05	4.32 ^{cdik}	3.63	3.92	4.16 ^{ck}	4.09 ^k	4.14 ^k	4.00	3.76	4.18 ^k	3.44	4.92 ^m	3.04	4.29	4.38	4.84
Standard Deviation	4.03	4.03	4.15	3.81	3.92	3.99	4.12	3.92	4.49	3.73	4.09	3.40	3.79	3.68	4.27	4.19	4.64
Median (Incl 0s)	3	3	3	2	2	3	3	3	3	2	3	2	4	1	3	3	3
Mean number of MAJOR/ MINOR difficulties (Excl 0s)	5.32	5.32 ^k	5.46 ^k	5.09	5.22	5.32	5.30	5.09	5.76 ^k	5.15	5.65 ^k	4.76	5.76 ^m	4.68	5.46	5.38	5.92
Standard Deviation	3.82	3.82	3.95	3.60	3.69	3.76	3.94	3.74	4.35	3.45	3.78	3.12	3.46	3.63	4.09	4.02	4.46
Median (Excl 0s)	4	4	4	4	4	4	4	4	4	4	4	4	5	3	4	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

QC2A And which, if any, of these did you experience MAJOR/MINOR difficulties with...?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Cancelling your previous service	394 35%	275 36%ck	188 41%cdik	87 28%	227 35%ck	140 40%cik	111 37%ck	73 38%ck	38 35%k	116 33%k	67 44%cdik	49 24%	37 40%am	50 23%	159 39%	121 40%	48 45%
Your previous provider trying to persuade you to stay	345 30%	228 30%	154 34%cdhik	74 24%	185 28%	111 32%k	92 31%	67 35%chik	25 23%	93 26%	44 29%	49 24%	33 36%am	41 19%	135 33%	110 37%	43 40%
Arranging the switch so that you were not paying for your old and new services at the same time	334 30%	234 31%ch	162 36%cdhik	72 23%	194 30%k	122 35%chik	94 31%k	71 37%chik	23 21%	100 28%	51 33%ch	49 24%	37 40%am	35 16%	134 33%	111 37%	40 37%
Arranging the switch so that you always had access to your services	324 29%	230 30%	148 33%	82 27%	196 30%	114 33%	92 31%	64 33%	28 26%	104 29%	50 32%	54 27%	35 38%am	47 22%	126 31%	98 33%	34 32%
Finding time to research the market	301 27%	210 28%	130 29%	80 26%	167 25%	87 25%	76 25%	49 25%	27 25%	91 26%	38 25%	53 26%	35 38%am	45 21%	119 29%	92 31%	43 40%an
Understanding the relevant steps required to switch provider	283 25%	188 25%	124 27%ck	64 21%	151 23%	87 25%	75 25%	50 26%	25 23%	76 21%	37 24%	39 19%	25 27%	39 18%	112 27%	87 29%	37 35%
Getting a better deal with your previous provider	263 23%	175 23%ij	110 24%j	65 21%	140 21%	75 22%	74 25%j	51 26%ij	23 21%	66 19%	24 16%	42 21%	21 23%	44 20%	109 27%	86 29%	35 33%
Contacting your previous provider	258 23%	180 24%	107 24%	73 24%	157 24%	84 24%	73 24%	48 25%	25 23%	84 24%	36 23%	48 24%	43 47%am	30 14%	96 24%	71 24%	23 21%
Comparing what different providers are offering	241 21%	146 19%	92 20%	54 17%	116 18%	62 18%	53 18%	35 18%	18 17%	63 18%	27 18%	36 18%	23 25%am	31 14%	83 20%	65 22%	30 28%
Resolving billing issue with your previous provider	213 19%	161 21%	91 20%	70 23%	143 22%	73 21%	70 23%	46 24%	24 22%	73 21%	27 18%	46 23%	25 27%	45 21%	88 22%	64 21%	18 17%
Getting the switch to happen on the date you wanted	177 16%	125 16%	82 18%	43 14%	105 16%	62 18%	46 15%	30 16%	16 15%	59 17%	32 21%	27 13%	19 21%am	24 11%	66 16%	50 17%	20 19%
Contacting your new provider	169 15%	116 15%	81 18%cfh	35 11%	90 14%	55 16%	34 11%	25 13%	9 8%	56 16%	30 19%cfh	26 13%	11 12%	24 11%	60 15%	51 17%	26 24%an
Having new equipment installed/services set up by your new provider i.e. engineer visits	166 15%	105 14%ck	83 18%acdihk	22 7%	86 13%ck	64 16%acdihk	48 16%cik	37 19%cdhik	11 10%	38 11%k	27 16%cik	11 5%	10 11%	12 6%	67 16%	56 19%	19 18%
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	157 14%	115 15%	72 16%	43 14%	93 14%	50 14%	44 15%	28 15%	16 15%	49 14%	22 14%	27 13%	15 16%	28 13%	66 16%	50 17%	22 21%
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	139 12%	90 12%	47 10%	43 14%	76 12%	33 10%	38 13%	18 9%	20 19%abdegijl	38 11%	15 10%	23 11%	18 20%	25 12%	52 13%	32 11%	14 13%
Paying a disconnection charge	139 12%	100 13%	54 12%	46 15%	86 13%	40 12%	44 15%	23 12%	21 19%bel	42 12%	17 11%	25 12%	14 15%	32 15%	58 14%	37 12%	14 13%

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

QC2A And which, if any, of these did you experience MAJOR/MINOR difficulties with...?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Returning your previous provider's equipment	123 11%	90 12% ak	62 14% ak	28 9%	74 11% ak	46 13% ak	43 14% acik	27 14% ak	16 15% ak	31 9%	19 12% ak	12 6%	15 16% am	13 6%	59 14%	43 14%	16 15%
Setting up a new online account	120 11%	79 10%	50 11%	29 9%	61 9%	32 9%	25 8%	19 10%	6 6%	36 10%	13 8%	23 11%	12 13%	17 8%	43 11%	37 12%	18 17%
Paying the charge to exit your contract early	101 9%	74 10%	42 9%	32 10%	65 10%	33 10%	41 14% ik	20 10%	21 19% abcdeghijl	24 7%	13 8%	11 5%	8 9%	24 11%	50 12%	29 10%	9 8%
Keeping/transferring your phone number	88 8%	57 7%	33 7%	24 8%	57 9%	33 10%	25 8%	13 7%	12 11%	32 9%	20 13% abgk	12 6%	12 13% um	12 6%	25 6% p	13 4% p	- -
Other devices/products you own not working with the new service	88 8%	69 9%	42 9%	27 9%	55 8%	28 8%	25 8%	16 8%	9 8%	30 8%	12 8%	18 9%	9 10%	18 8%	39 10%	30 10%	14 13%
Paying a charge for not returning equipment	58 5%	40 5%	28 6% ak	12 4%	29 4%	17 5%	18 6%	11 6%	7 6%	11 3%	6 4%	5 2%	5 5%	7 3%	29 7%	22 7%	11 10%
Getting permission to install new equipment (e.g. cables, satellite etc.)	30 3%	19 2%	16 4% cdk	3 1%	9 1%	6 2%	4 1%	2 1%	2 2%	5 1%	4 3%	1 *	1 1%	2 1%	14 3%	12 4%	10 9% no
Anything else	68 6%	49 6%	24 5%	25 8% j	41 6%	16 5%	15 5%	12 6%	3 3%	26 7% j	4 3%	22 11% abdefhj	10 11%	15 7%	23 6%	20 7%	8 7%
NET: Process	614 54%	422 55% ac	276 61% cdhik	146 47%	356 54% ac	210 61% chk	167 55% ac	117 61% chik	50 46%	189 53%	93 60% chl	96 48%	62 67% am	84 39%	233 57%	183 61%	66 62%
Mean number of mentions	2.0	2.0	2.1	1.9	2.0	2.1	2.1	2.0	2.1	2.0	2.2	1.9	2.1	1.9	2.1	2.1	2.2
Any MAJOR/MINOR difficulty	860 76%	581 76%	358 79% ac	223 72%	494 75%	271 78%	234 78%	157 81% chik	77 71%	260 73%	114 74%	146 73%	80 87% am	143 66%	321 79%	244 81%	87 81%
None	272 24%	182 24%	96 21%	86 28% bq	162 25%	76 22%	67 22%	36 19%	31 29% q	95 27% q	40 26%	55 27% q	12 13%	74 34% l	87 21%	56 19%	20 19%
Mean number of MAJOR/ MINOR difficulties	4.05	4.13 k	4.45 cdk	3.67	3.97	4.34 k	4.19	4.33 k	3.94	3.78	4.12	3.52	5.14 m	3.04	4.44	4.62	5.16
Standard Deviation	4.03	4.03	4.12	3.85	3.87	3.87	4.07	3.85	4.46	3.68	3.92	3.48	3.78	3.72	4.29	4.22	4.79
Median (Incl 0s)	3	3	3	2	3	3	3	3	3	2	3	2	4	1	3	3	3
Mean number of MAJOR/ MINOR difficulties (Excl 0s)	5.32	5.43	5.59 k	5.08	5.27	5.42	5.38	5.32	5.52	5.17	5.57	4.85	5.91 m	4.62	5.64	5.68	6.34
Standard Deviation	3.82	3.78	3.85	3.66	3.61	3.57	3.86	3.59	4.38	3.37	3.55	3.20	3.44	3.70	4.07	3.98	4.55
Median (Excl 0s)	4	4	4	4	4	4	4	4	4	4	4	4	5	3	4	4	5

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
* small base

QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?

Base : All switchers who experienced major difficulties

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	459	459	289	170	393	223	183	127	56	210	96	114	62	108	249	193	66
Weighted Base	459	459	289	170	393	223	183	127	56*	210	96*	114	62*	108	249	193	66*
Resolving billing issue with your previous provider	56 12%	56 12%	31 11%	25 15%	52 13%	27 12%	22 12%	16 13%	6 11%	30 14%	11 11%	19 17%	12 19%	13 12%	26 10%	20 10%	4 6%
Getting a better deal with your previous provider	37 8%	37 8%	21 7%	16 9%	30 8%	14 6%	15 8%	10 8%	5 9%	15 7%	4 4%	11 10%	4 6%	12 11%	22 9%	17 9%	7 11%
Your previous provider trying to persuade you to stay	34 7%	34 7%	28 10%ck	6 4%	25 6%	19 9%ck	13 7%	10 8%	3 5%	12 6%	9 9%ck	3 3%	4 6%	2 2%	22 9%	19 10%	9 14%
Cancelling your previous service	32 7%	32 7%h	24 8%h	8 5%	29 7%h	21 9%h	15 8%h	15 12%ch	-	14 7%h	6 6%	8 7%h	4 6%	4 4%	18 7%	18 9%	3 5%
Arranging the switch so that you had continuous access to your services	24 5%	24 5%	17 6%	7 4%	20 5%	13 6%	8 4%	5 4%	3 5%	12 6%	8 8%	4 4%	3 5%	4 4%	12 5%	9 5%	4 6%
Having new equipment installed/services set up by your new provider i.e. engineer visits	14 3%	14 3%	10 3%	4 2%	14 4%	10 4%	8 4%	6 5%	2 4%	6 3%	4 4%	2 2%	2 3%	2 2%	8 3%	6 3%	- -
Getting the switch to happen on the date you wanted	13 3%	13 3%	9 3%	4 2%	9 2%	5 2%	6 3%	3 2%	3 5%	3 1%	2 2%	1 1%	3 5%	1 1%	10 4%	7 4%	4 6%
Arranging the switch so that you were not paying for your old and new services at the same time	13 3%	13 3%	7 2%	6 4%	13 3%	7 3%	7 4%	4 3%	3 5%	6 3%	3 3%	3 3%	1 2%	5 5%	7 3%	4 2%	- -
Paying a disconnection charge	13 3%	13 3%	7 2%	6 4%	11 3%	5 2%	6 3%	4 3%	2 4%	5 2%	1 1%	4 4%	-	6 6%	8 3%	6 3%	2 3%
Finding time to research the market	11 2%	11 2%	6 2%	5 3%	9 2%	4 2%	3 2%	-	3 5%g	6 3%	4 4%	2 2%	1 2%	4 4%	5 2%	2 1%	2 3%
Paying the charge to exit your contract early	11 2%	11 2%	5 2%	6 4%l	11 3%	5 2%	10 5%abijk	5 4%l	5 9%abdeijk	1 *	-	1 1%	-	6 6%	10 4%	5 3%	-
Contacting your previous provider	11 2%	11 2%	5 2%	6 4%lg	11 3%	5 2%	1 1%	-	1 2%	10 5%lg	5 5%lg	5 4%lg	3 5%	3 3%	1 *	-	-
Other devices/products you own not working with the new service	10 2%	10 2%	5 2%	5 3%	9 2%	4 2%	2 1%	1 1%	1 2%	7 3%	3 3%	4 4%	3 5%	2 2%	3 1%	2 1%	1 2%
Keeping/transferring your phone number	9 2%	9 2%	5 2%	4 2%	9 2%	5 2%	3 2%	1 1%	2 4%	6 3%	4 4%	2 2%	1 2%	3 3%	3 1%	1 1%	-
Contacting your new provider	8 2%	8 2%	7 2%	1 1%	4 1%	3 1%	2 1%	1 1%	1 2%	2 1%	2 2%	-	-	1 1%	6 2%	5 3%	4 6%
Returning your previous provider's equipment	8 2%	8 2%	6 2%	2 1%	7 2%	5 2%	6 3%l	4 3%	2 4%k	1 *	1 1%	-	1 2%	1 1%	7 3%	5 3%	1 2%
Comparing what different providers are offering	6 1%	6 1%	3 1%	3 2%	6 2%	3 1%	2 1%	1 1%	1 2%	4 2%	2 2%	2 2%	2 3%	1 1%	2 1%	1 1%	-
Understanding the relevant steps required to switch provider	6 1%	6 1%	4 1%	2 1%	3 1%	1 *	1 1%	-	1 2%	2 1%	1 1%	1 1%	1 2%	1 1%	4 2%	3 2%	3 5%

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

QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?

Base : All switchers who experienced major difficulties

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	459	459	289	170	393	223	183	127	56	210	96	114	62	108	249	193	66
Weighted Base	459	459	289	170	393	223	183	127	56*	210	96*	114	62*	108	249	193	66*
Setting up a new online account	4	4	3	1	3	2	1	1	-	2	1	1	-	1	2	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	2%
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	4	4	3	1	3	2	2	1	1	1	1	-	1	-	3	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	2%	*	1%	-	2%	-	1%	1%	2%
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	3	3	2	1	2	1	1	-	1	1	1	-	1	-	2	1	1
	1%	1%	1%	1%	1%	*	1%	-	2%	*	1%	-	2%	-	1%	1%	2%
Getting permission to install new equipment (e.g. cables, satellite etc.)	2	2	1	1	1	-	1	-	1	-	-	-	-	1	2	1	1
	*	*	*	1%	*	-	1%	-	2%e	-	-	-	-	1%	1%	1%	2%
Paying a charge for not returning equipment	2	2	2	-	2	2	-	-	-	2	2	-	-	-	-	-	-
	*	*	1%	-	1%	1%	-	-	-	1%	2%	-	-	-	-	-	-
Anything else	25	25	15	10	22	12	11	10	1	11	2	9	5	5	14	13	3
	5%	5%	5%	6%	6%	5%	6%	8%	2%	5%	2%	8%	8%	5%	6%	7%	5%
None of these stood out as the main difficulty	73	73	47	26	64	38	30	23	7	34	15	19	7	19	39	32	9
	16%	16%	16%	15%	16%	17%	16%	18%	13%	16%	16%	17%	11%	18%	16%	17%	14%
Don't know/not sure	30	30	16	14	24	10	7	6	1	17	4	13	3	11	13	12	6
	7%	7%	6%	8%	6%	4%	4%	5%	2%	8%	4%	11%abefh	5%	10%	5%	6%	9%
NET: Process	82	82	57	25	71	46	36	27	9	35	19	16	11	14	47	38	11
	18%	18%	20%	15%	18%	21%	20%	21%	16%	17%	20%	14%	18%	13%	19%	20%	17%
Mean number of mentions	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
NET: ANY MAIN FACTOR	356	356	226	130	305	175	146	98	48	159	77	82	52	78	197	149	51
	78%	78%	78%	76%	78%	78%	80%	77%	86%k	76%	80%	72%	84%	72%	79%	77%	77%

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

QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?

Base : All switchers who experienced major difficulties

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	459	327	202	125	277	152	130	90	40	147	62	85	42	83	180	140	50
Weighted Base	459	327	202	125	277	152	130	90*	40*	147	62*	85*	42*	83*	180	140	50*
Resolving billing issue with your previous provider	56 12%	45 14%	25 12%	20 16%	42 15%	22 14%	17 13%	12 13%	5 13%	25 17%	10 16%	15 18%	8 19%	12 14%	20 11%	15 11%	3 6%
Getting a better deal with your previous provider	37 8%	25 8%	14 7%	11 9%	18 6%	7 5%	10 8%	6 7%	4 10%	8 5%	1 2%	7 8%	2 5%	9 11%	17 9%	13 9%	7 14%
Your previous provider trying to persuade you to stay	34 7%	21 6%	18 9%ck	3 2%	14 5%	11 7%k	8 6%	6 7%	2 5%	6 4%	5 8%k	1 1%	2 5%	1 1%	15 8%	13 9%	7 14%
Cancelling your previous service	32 7%	25 8%	18 9%	7 6%	23 8%	16 11%h	11 8%	11 12%h	-	12 8%	5 8%	7 8%	3 7%	4 5%	13 7%	13 9%	2 4%
Arranging the switch so that you had continuous access to your services	24 5%	20 6%	14 7%	6 5%	17 6%	11 7%	7 5%	4 4%	3 8%	10 7%	7 11%	3 4%	2 5%	4 5%	10 6%	7 5%	3 6%
Having new equipment installed/services set up by your new provider i.e. engineer visits	14 3%	8 2%	5 2%	3 2%	8 3%	5 3%	5 4%	3 3%	2 5%	3 2%	2 3%	1 1%	2 5%	1 1%	5 3%	3 2%	- -
Getting the switch to happen on the date you wanted	13 3%	9 3%	6 3%	3 2%	5 2%	2 1%	4 3%	2 2%	2 5%	1 1%	-	1 1%	2 5%	1 1%	8 4%	6 4%	4 8%
Arranging the switch so that you were not paying for your old and new services at the same time	13 3%	9 3%	6 3%	3 2%	9 3%	6 4%	5 4%	4 4%	1 3%	4 3%	2 3%	2 2%	-	3 4%	5 3%	4 3%	- -
Paying a disconnection charge	13 3%	11 3%	6 3%	5 4%	10 4%	5 3%	6 5%	4 4%	2 5%	4 3%	1 2%	3 4%	-	5 6%	7 4%	5 4%	1 2%
Finding time to research the market	11 2%	6 2%	4 2%	2 2%	4 1%	2 1%	1 1%	-	1 3%	3 2%	2 3%	1 1%	-	2 2%	3 2%	2 1%	2 4%
Paying the charge to exit your contract early	11 2%	9 3%l	4 2%	5 4%l	9 3%l	4 3%l	9 7%abijk	4 4%l	5 13%abdeijk	-	-	-	-	5 6%	9 5%	4 3%	- -
Contacting your previous provider	11 2%	9 3%	5 2%	4 3%	9 3%	5 3%	1 1%	-	1 3%	8 5%fg	5 8%abfg	3 4%	2 5%	2 2%	1 1%	-	- -
Other devices/products you own not working with the new service	10 2%	5 2%	2 1%	3 2%	5 2%	2 1%	1 1%	1 1%	-	4 3%	1 2%	3 4%	1 2%	2 2%	1 1%	1 1%	- -
Keeping/transferring your phone number	9 2%	7 2%	4 2%	3 2%	7 3%	4 3%	2 2%	1 1%	1 3%	5 3%	3 5%	2 2%	1 2%	2 2%	2 1%	1 1%	- -
Contacting your new provider	8 2%	7 2%	6 3%	1 1%	3 1%	2 1%	1 1%	-	1 3%	2 1%	2 3%	-	-	1 1%	5 3%	4 3%	4 8%
Returning your previous provider's equipment	8 2%	4 1%	3 1%	1 1%	4 1%	3 2%	3 2%	2 2%	1 3%	1 1%	1 2%	-	1 2%	-	3 2%	2 1%	- -
Comparing what different providers are offering	6 1%	5 2%	2 1%	3 2%	5 2%	2 1%	2 2%	1 1%	1 3%	3 2%	1 2%	2 2%	2 5%	1 1%	2 1%	1 1%	- -
Understanding the relevant steps required to switch provider	6 1%	4 1%	3 1%	1 1%	2 1%	1 1%	1 1%	-	1 3%	1 1%	1 2%	-	1 2%	-	3 2%	2 1%	2 4%

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

QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?

Base : All switchers who experienced major difficulties

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	459	327	202	125	277	152	130	90	40	147	62	85	42	83	180	140	50
Weighted Base	459	327	202	125	277	152	130	90*	40*	147	62*	85*	42*	83*	180	140	50*
Setting up a new online account	4	3	2	1	2	1	1	1	-	1	-	1	-	1	2	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	1%	-	1%	1%	1%	2%
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	4	4	3	1	3	2	2	1	1	1	1	-	1	-	3	2	1
	1%	1%	1%	1%	1%	1%	2%	1%	3%	1%	2%	-	2%	-	2%	1%	2%
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	3	2	2	-	1	1	-	-	-	1	1	-	-	-	1	1	1
	1%	1%	1%	-	*	1%	-	-	-	1%	2%	-	-	-	1%	1%	2%
Getting permission to install new equipment (e.g. cables, satellite etc.)	2	1	1	-	-	-	-	-	-	-	-	-	-	-	1	1	1
	*	*	*	-	-	-	-	-	-	-	-	-	-	-	1%	1%	2%
Paying a charge for not returning equipment	2	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-
	*	*	*	-	*	1%	-	-	-	1%	2%	-	-	-	-	-	-
Anything else	25	17	11	6	14	8	8	7	1	6	1	5	3	3	11	10	3
	5%	5%	5%	5%	5%	5%	6%	8%	3%	4%	2%	6%	7%	4%	6%	7%	6%
None of these stood out as the main difficulty	73	51	29	22	46	24	21	16	5	25	8	17	6	16	26	21	5
	16%	16%	14%	18%	17%	16%	16%	18%	13%	17%	13%	20%	14%	19%	14%	15%	10%
Don't know/not sure	30	19	8	11	16	5	4	4	-	12	1	11	3	8	7	7	3
	7%	6%	4%	9%	6%	3%	3%	4%	-	8%	2%	13% ^a bde ^f gh ⁱ	7%	10%	4%	5%	6%
NET: Process	82	63	44	19	54	35	27	21	6	27	14	13	7	12	36	30	9
	18%	19%	22%	15%	19%	23%	21%	23%	15%	18%	23%	15%	17%	14%	20%	21%	18%
Mean number of mentions	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
NET: ANY MAIN FACTOR	356	257	165	92	215	123	105	70	35	110	53	57	33	59	147	112	42
	78%	79% ^k	82% ^k	74%	78% ^k	81% ^k	81% ^k	78%	88% ^k	75%	85% ^k	67%	79%	71%	82%	80%	84%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
* small base

QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Resolving billing issue with your previous provider	56 5%	56 5%	31 5%	25 6%	52 5%	27 5%	22 5%	16 5%	6 4%	30 6%	11 5%	19 6%	12 8%	13 4%	26 4%	20 4%	4 3%
Getting a better deal with your previous provider	37 3%	37 3%	21 3%	16 4%	30 3%	14 3%	15 3%	10 3%	5 3%	15 3%	4 2%	11 4%	4 3%	12 4%	22 4%	17 4%	7 4%
Your previous provider trying to persuade you to stay	34 3%	34 3%	28 4%ck	6 1%	25 3%	19 4%ck	13 3%	10 3%	3 2%	12 2%	9 4%ck	3 1%	4 3%	2 1%	22 4%	19 4%	9 6%
Cancelling your previous service	32 3%	32 3%h	24 4%h	8 2%	29 3%h	21 4%ch	15 3%h	15 5%ch	-	14 3%h	6 3%h	8 3%h	4 3%	4 1%	18 3%	18 4%	3 2%
Arranging the switch so that you had continuous access to your services	24 2%	24 2%	17 2%	7 2%	20 2%	13 2%	8 2%	5 2%	3 2%	12 2%	8 4%	4 1%	3 2%	4 1%	12 2%	9 2%	4 3%
Having new equipment installed/services set up by your new provider i.e. engineer visits	14 1%	14 1%	10 1%	4 1%	14 1%	10 2%	8 2%	6 2%	2 1%	6 1%	4 2%	2 1%	2 1%	2 1%	8 1%	6 1%	- -
Getting the switch to happen on the date you wanted	13 1%	13 1%	9 1%	4 1%	9 1%	5 1%	6 1%	3 1%	3 2%	3 1%	2 1%	1 *	3 2%	1 *	10 2%	7 2%	4 3%
Arranging the switch so that you were not paying for your old and new services at the same time	13 1%	13 1%	7 1%	6 1%	13 1%	7 1%	7 2%	4 1%	3 2%	6 1%	3 1%	3 1%	1 1%	5 2%	7 1%	4 1%	- -
Paying a disconnection charge	13 1%	13 1%	7 1%	6 1%	11 1%	5 1%	6 1%	4 1%	2 1%	5 1%	1 *	4 1%	- -	6 2%	8 1%	6 1%	2 1%
Finding time to research the market	11 1%	11 1%	6 1%	5 1%	9 1%	4 1%	3 1%	- 2%g	3 2%g	6 1%	4 2%g	2 1%	1 1%	4 1%	5 1%	2 *	2 1%
Paying the charge to exit your contract early	11 1%	11 1%	5 1%	6 1%l	11 1%	5 1%	10 2%bijk	5 2%l	5 3%abdeijk	1 *	- *	1 *	- -	6 2%	10 2%	5 1%	- -
Contacting your previous provider	11 1%	11 1%	5 1%	6 1%g	11 1%	5 1%	1 *	- *	1 1%	10 2%g	5 2%g	5 2%g	3 2%	3 1%	1 *	- *	- 1%
Other devices/products you own not working with the new service	10 1%	10 1%	5 1%	5 1%	9 1%	4 1%	2 *	1 *	1 1%	7 1%	3 1%	4 1%	3 2%	2 1%	3 *	2 *	1 1%
Keeping/transferring your phone number	9 1%	9 1%	5 1%	4 1%	9 1%	5 1%	3 1%	1 *	2 1%	6 1%	4 2%	2 1%	1 1%	3 1%	3 *	1 *	- -
Contacting your new provider	8 1%	8 1%	7 1%	1 *	4 *	3 1%	2 *	1 *	1 1%	2 *	2 1%	- -	- -	1 *	6 1%	5 1%	4 3%
Returning your previous provider's equipment	8 1%	8 1%	6 1%	2 *	7 1%	5 1%	6 1%ik	4 1%ik	2 1%k	1 *	1 *	- -	1 1%	1 *	7 1%	5 1%	1 1%
Comparing what different providers are offering	6 1%	6 1%	3 *	3 1%	6 1%	3 1%	2 *	1 *	1 1%	4 1%	2 1%	2 1%	2 1%	1 *	2 *	1 *	- -
Understanding the relevant steps required to switch provider	6 1%	6 1%	4 1%	2 *	3 *	1 *	1 *	- -	1 1%	2 *	1 *	1 *	1 1%	1 *	4 1%	3 1%	3 2%

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

QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Setting up a new online account	4	4	3	1	3	2	1	1	-	2	1	1	-	1	2	2	1
	*	*	*	*	*	*	*	*	-	*	*	*	-	*	*	*	1%
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	4	4	3	1	3	2	2	1	1	1	1	-	1	-	3	2	1
	*	*	*	*	*	*	*	*	1%	*	*	-	1%	-	*	*	1%
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	3	3	2	1	2	1	1	-	1	1	1	-	1	-	2	1	1
	*	*	*	*	*	*	*	-	1%	*	*	-	1%	-	*	*	1%
Getting permission to install new equipment (e.g. cables, satellite etc.)	2	2	1	1	1	-	1	-	1	-	-	-	-	1	2	1	1
	*	*	*	*	*	-	*	-	1%	-	-	-	-	*	*	*	1%
Paying a charge for not returning equipment	2	2	2	-	2	2	-	-	-	2	2	-	-	-	-	-	-
	*	*	*	-	*	*	-	-	-	*	1% <i>cel</i>	-	-	-	-	-	-
Anything else	25	25	15	10	22	12	11	10	1	11	2	9	5	5	14	13	3
	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	1%	3%	3%	2%	2%	3%	2%
None of these stood out as the main difficulty	73	73	47	26	64	38	30	23	7	34	15	19	7	19	39	32	9
	6%	6%	7%	6%	7%	7%	7%	8%	5%	7%	7%	6%	5%	6%	6%	7%	6%
NET: Process	82	82	57	25	71	46	36	27	9	35	19	16	11	14	47	38	11
	7%	7%	8%	6%	7%	9%	8%	9%	6%	7%	9%	5%	8%	5%	8%	8%	7%
Mean number of mentions	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
NET: ANY MAIN FACTOR	356	356	226	130	305	175	146	98	48	159	77	82	52	78	197	149	51
	31%	31%	33%	29%	31%	33%	32%	33%	31%	31%	35%	28%	36% <i>um</i>	25%	32%	33%	32%
NET: NO MAJOR FACTOR	673	673	392	281	581	300	271	173	98	310	127	183	81	200	363	265	92
	59%	59%	58%	62%	60%	57%	60%	58%	64%	60%	57%	62%	57%	65%	59%	58%	58%
Don't know/not sure	30	30	16	14	24	10	7	6	1	17	4	13	3	11	13	12	6
	3%	3%	2%	3%	2%	2%	2%	2%	1%	3%	2%	4% <i>cel</i>	2%	4%	2%	3%	4%

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

QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Resolving billing issue with your previous provider	56 5%	45 6%	25 6%	20 6%	42 6%	22 6%	17 6%	12 6%	5 5%	25 7%	10 6%	15 7%	8 9%	12 6%	20 5%	15 5%	3 3%
Getting a better deal with your previous provider	37 3%	25 3%	14 3%	11 4%	18 3%	7 2%	10 3%	6 3%	4 4%	8 2%	1 1%	7 3%	2 2%	9 4%	17 4%	13 4%	7 7%
Your previous provider trying to persuade you to stay	34 3%	21 3%	18 4% ck	3 1%	14 2%	11 3% k	8 3%	6 3%	2 2%	6 2%	5 3% k	1 *	2 2%	1 *	15 4%	13 4%	7 7%
Cancelling your previous service	32 3%	25 3%	18 4% h	7 2%	23 4% h	16 5% h	11 4% h	11 6% ch	-	12 3%	5 3%	7 3%	3 3%	4 2%	13 3%	13 4%	2 2%
Arranging the switch so that you had continuous access to your services	24 2%	20 3%	14 3%	6 2%	17 3%	11 3%	7 2%	4 2%	3 3%	10 3%	7 5%	3 1%	2 2%	4 2%	10 2%	7 2%	3 3%
Having new equipment installed/services set up by your new provider i.e. engineer visits	14 1%	8 1%	5 1%	3 1%	8 1%	5 1%	5 2%	3 2%	2 2%	3 1%	2 1%	1 *	2 2%	1 *	5 1%	3 1%	- -
Getting the switch to happen on the date you wanted	13 1%	9 1%	6 1%	3 1%	5 1%	2 1%	4 1%	2 1%	2 2%	1 *	- -	1 *	2 2%	1 *	8 2%	6 2%	4 4%
Arranging the switch so that you were not paying for your old and new services at the same time	13 1%	9 1%	6 1%	3 1%	9 1%	6 2%	5 2%	4 2%	1 1%	4 1%	2 1%	2 1%	- -	3 1%	5 1%	4 1%	- -
Paying a disconnection charge	13 1%	11 1%	6 1%	5 2%	10 2%	5 1%	6 2%	4 2%	2 2%	4 1%	1 1%	3 1%	- -	5 2%	7 2%	5 2%	1 1%
Finding time to research the market	11 1%	6 1%	4 1%	2 1%	4 1%	2 1%	1 *	- 1%	1 1%	3 1%	2 1%	1 *	- -	2 1%	3 1%	2 1%	2 2%
Paying the charge to exit your contract early	11 1%	9 1%	4 1%	5 2% d	9 1% d	4 1% d	9 3% abijk	4 2% ik	5 5% abdeijk	- -	- -	- -	- -	5 2%	9 2%	4 1%	- -
Contacting your previous provider	11 1%	9 1%	5 1%	4 1%	9 1%	5 1%	1 *	- 1%	1 -	8 2% dq	5 3% ln	3 1%	2 2%	2 1%	1 *	- -	- -
Other devices/products you own not working with the new service	10 1%	5 1%	2 *	3 1%	5 1%	2 1%	1 *	1 1%	- -	4 1%	1 1%	3 1%	1 1%	2 1%	1 *	1 *	- -
Keeping/transferring your phone number	9 1%	7 1%	4 1%	3 1%	7 1%	4 1%	2 1%	1 1%	1 1%	5 1%	3 2%	2 1%	1 1%	2 1%	2 *	1 *	- -
Contacting your new provider	8 1%	7 1%	6 1%	1 *	3 *	2 1%	1 *	- -	1 1%	2 1%	2 1%	- -	- -	1 *	5 1%	4 1%	4 4%
Returning your previous provider's equipment	8 1%	4 1%	3 1%	1 *	4 1%	3 1%	3 1%	2 1%	1 1%	1 *	1 1%	- -	1 1%	- -	3 1%	2 1%	- -
Comparing what different providers are offering	6 1%	5 1%	2 *	3 1%	5 1%	2 1%	2 1%	1 1%	1 1%	3 1%	1 1%	2 1%	2 2%	1 *	2 *	1 *	- -
Understanding the relevant steps required to switch provider	6 1%	4 1%	3 1%	1 *	2 *	1 *	1 *	- -	1 1%	1 *	1 1%	- -	1 1%	- -	3 1%	2 1%	2 2%

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

QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Setting up a new online account	4	3	2	1	2	1	1	1	-	1	-	1	-	1	2	2	1
	*	*	*	*	*	*	*	1%	-	*	-	*	-	*	*	1%	1%
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	4	4	3	1	3	2	2	1	1	1	1	-	1	-	3	2	1
	*	1%	1%	*	*	1%	1%	1%	1%	*	1%	-	1%	-	1%	1%	1%
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	3	2	2	-	1	1	-	-	-	1	1	-	-	-	1	1	1
	*	*	*	-	*	*	-	-	-	*	1%	-	-	-	*	*	1%
Getting permission to install new equipment (e.g. cables, satellite etc.)	2	1	1	-	-	-	-	-	-	-	-	-	-	-	1	1	1
	*	*	*	-	-	-	-	-	-	-	-	-	-	-	*	*	1%
Paying a charge for not returning equipment	2	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-
	*	*	*	-	*	*	-	-	-	-	1%	-	-	-	-	-	-
Anything else	25	17	11	6	14	8	8	7	1	6	1	5	3	3	11	10	3
	2%	2%	2%	2%	2%	2%	3%	4%	1%	2%	1%	2%	3%	1%	3%	3%	3%
None of these stood out as the main difficulty	73	51	29	22	46	24	21	16	5	25	8	17	6	16	26	21	5
	6%	7%	6%	7%	7%	7%	7%	8%	5%	7%	5%	8%	7%	7%	6%	7%	5%
NET: Process	82	63	44	19	54	35	27	21	6	27	14	13	7	12	36	30	9
	7%	8%	10%	6%	8%	10%	9%	11%	6%	8%	9%	6%	8%	6%	9%	10%	8%
Mean number of mentions	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
NET: ANY MAIN FACTOR	356	257	165	92	215	123	105	70	35	110	53	57	33	59	147	112	42
	31%	34%	36% k	30%	33%	35%	35%	36%	32%	31%	34%	28%	36%	27%	36%	37%	39%
NET: NO MAJOR FACTOR	673	436	252	184	379	195	171	103	68	208	92	116	50	134	228	160	57
	59%	57%	56%	60%	58%	56%	57%	53%	63%	59%	60%	58%	54%	62%	56%	53%	53%
Don't know/not sure	30	19	8	11	16	5	4	4	-	12	1	11	3	8	7	7	3
	3%	2%	2%	4% h	2%	1%	1%	2%	-	3%	1%	5% abde/hj	3%	4%	2%	2%	3%

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

QC2A And which, if any, of these did you experience MAJOR difficulties with...?

Base : All switchers (and selecting each experience at QC1a)

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Base:	942	942	570	372	813	441	382	260	122	431	181	250	121	251	511	389	129
Comparing what different providers are offering	21	21	11	10	17	7	7	2	5	10	5	5	6	4	11	6	4
Base:	898	898	531	367	770	403	366	242	124	404	161	243	128	239	494	370	128
Understanding the relevant steps required to switch provider	38	38	25	13	23	10	11	5	6	12	5	7	5	8	26	20	15
Base:	220	220	125	95*	196	101	113	59*	54*	83*	42*	41*	28**	67*	137	83*	24**
Paying the charge to exit your contract early	45	45	27	18	41	23	30	18	12	11	5	6	5	13	34	22	4
Base:	20%	20%	22%	19%	21%	23%	27% ^h	31% ^{ij}	22%	13%	12%	15%	18%	19%	25%	27%	17%
Contacting your previous provider	78	78	47	31	66	35	28	20	8	38	15	23	17	14	40	32	12
Base:	11%	11%	10%	12%	11%	10%	10%	10%	9%	13%	11%	14%	13%	11%	10%	10%	10%
Setting up a new online account	15	15	11	4	11	7	4	3	1	7	4	3	-	4	8	7	4
Base:	2%	2%	2%	1%	2%	2%	1%	1%	1%	2%	3%	1%	-	2%	2%	2%	4%
Your previous provider trying to persuade you to stay	103	103	73	30	88	58	40	32	8	48	26	22	12	18	55	47	15
Base:	15%	15%	17%	13%	16%	18%	14%	16%	10%	18%	21% ^h	15%	13%	13%	14%	15%	14%
Getting a better deal with your previous provider	439	439	279	160	367	207	197	134	63*	170	73*	97*	62*	98*	269	206	72*
Base:	144	144	82	62	123	61	65	44	21	58	17	41	22	40	86	65	21
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	33%	33%	29%	39% ^h	34%	29%	33%	33%	33%	34%	23%	42% ^h	35%	41%	32%	32%	29%
Getting the switch to happen on the date you wanted	479	479	281	198	411	213	198	117	81*	213	96*	117	68*	130	266	185	68*
Base:	20	20	12	8	14	6	9	4	5	5	2	3	3	5	15	10	6
Returning your previous provider's equipment	4%	4%	4%	4%	3%	3%	5%	3%	6%	2%	2%	3%	4%	4%	6%	5%	9%
Other devices/products you own not working with the new service	785	785	511	274	667	393	332	230	102	335	163	172	100	174	450	348	118
Base:	41	41	24	17	32	15	15	9	6	17	6	11	11	6	24	18	9
Returning your previous provider's equipment	5%	5%	5%	6%	5%	4%	5%	4%	6%	5%	4%	6%	11% ^h	3%	5%	5%	8%
Other devices/products you own not working with the new service	311	311	221	90*	272	182	149	97*	52*	123	85*	38*	34*	56*	188	136	39*
Base:	18	18	12	6	16	10	12	7	5	4	3	1	3	3	14	9	2
Other devices/products you own not working with the new service	6%	6%	5%	7%	6%	5%	8%	7%	10%	3%	4%	3%	9%	5%	7%	7%	5%
Base:	148	148	96*	52*	117	65*	63*	40*	23**	54*	25**	29**	18**	34*	94*	71*	31*
Other devices/products you own not working with the new service	27	27	16	11	22	11	11	6	5	11	5	6	5	6	16	11	5
Base:	18%	18%	17%	21%	19%	17%	17%	15%	22%	20%	20%	21%	28%	18%	17%	15%	16%
Base:	270	270	157	113	238	125	130	78*	52*	108	47*	61*	41*	72*	162	110	32*

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

QC2A And which, if any, of these did you experience MAJOR difficulties with...?

Base : All switchers (and selecting each experience at QC1a)

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Base:	270	157	113	238	125	130	78*	52*	108	47*	61*	41*	72*	162	110	32*	
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Resolving billing issue with your previous provider	127 47%	127 47%	75 48%	52 46%	112 47%	60 48%	57 44%	38 49%	19 37%	55 51%	22 47%	33 54%	17 41%	35 49%	72 44%	53 48%	15 47%
Base:	672	672	489	183	568	385	322	224	98*	246	161	85*	67*	116	426	328	104
Having new equipment installed/services set up by your new provider i.e. engineer visits	30 4%	30 4%	21 4%	9 5%	24 4%	15 4%	11 3%	8 4%	3 3%	13 5%	7 4%	6 7%	6 9%	3 3%	17 4%	14 4%	6 6%
Base:	678	678	338	340	594	254	256	145	111	338	109	229	114	226	340	229	84*
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	17 3%	17 3%	10 3%	7 2%	12 2%	5 2%	6 2%	2 1%	4 4%	6 2%	3 3%	3 1%	4 4%	3 1%	11 3%	7 3%	5 6%
Base:	254	254	148	106	220	114	111	68*	43*	109	46*	63*	34*	72*	145	102	34*
Paying a disconnection charge	58 23%	58 23%	36 24%	22 21%	49 22%	27 24%	28 25%	18 26%	10 23%	21 19%	9 20%	12 19%	7 21%	15 21%	37 26%	27 26%	9 26%
Base:	159	159	108	51*	129	78*	78*	49*	29**	51*	29**	22**	14**	37*	108	79*	30*
Paying a charge for not returning equipment	20 13%	20 13%	16 15%	4 8%	15 12%	11 14%	9 12%	6 12%	3 10%	6 12%	5 17%	1 5%	2 14%	2 5%	14 13%	11 14%	5 17%
Base:	103	103	75*	28**	79*	51*	41*	27**	14**	38*	24**	14**	8**	20**	65*	51*	24**
Getting permission to install new equipment (e.g. cables, satellite etc.)	5 5%	5 5%	3 4%	2 7%	2 3%	-	2 5%	-	2 14%	-	-	-	1 13%	1 5%	5 8%	3 6%	3 13%

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

QC2A And which, if any, of these did you experience MAJOR difficulties with...?

Base : All switchers (and selecting each experience at QC1a)

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Base:	942	631	375	256	541	285	253	167	86*	288	118	170	79*	177	343	257	90*
Comparing what different providers are offering	21	14	7	7	10	3	4	1	3	6	2	4	4	3	8	5	4
Base:	898	597	348	249	513	264	244	158	86*	269	106	163	83*	166	328	242	84*
Understanding the relevant steps required to switch provider	38	31	23	8	18	10	9	5	4	9	5	4	4	4	22	18	13
Base:	4%	5%	7% ^d	3%	4%	4%	4%	3%	5%	3%	5%	2%	5%	2%	7%	7%	15% ^{end}
Paying the charge to exit your contract early	45	35	20	15	32	17	25	14	11	7	3	4	4	11	28	17	3
Base:	20%	22%	22%	22%	22%	22%	30% ^d	34% ^d	26%	12%	9%	16%	22%	22%	28%	29%	18%
Contacting your previous provider	78	66	39	27	57	30	24	17	7	33	13	20	14	13	33	26	9
Base:	11%	14%	12%	16%	14%	13%	12%	13%	11%	16%	13%	18%	16%	15%	12%	12%	11%
Setting up a new online account	15	11	8	3	7	4	2	1	1	5	3	2	-	3	6	5	4
Base:	2%	2%	3%	1%	1%	2%	1%	1%	1%	2%	3%	1%	-	2%	2%	2%	6%
Your previous provider trying to persuade you to stay	103	73	54	19	61	42	28	23	5	33	19	14	7	12	40	35	12
Base:	15%	16%	19%	13%	17%	20%	15%	18%	9%	18%	22% ^c	14%	11%	13%	15%	17%	15%
Getting a better deal with your previous provider	144	102	57	45	84	39	46	30	16	38	9	29	13	32	64	48	18
Base:	33%	35% ^d	30%	43% ^b	35% ^d	29%	36% ^d	34%	39% ^d	35%	20%	46% ^b	34%	48%	35%	34%	33%
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	479	338	198	140	291	151	143	84*	59*	148	67*	81*	47*	93*	190	131	47*
Base:	20	17	12	5	11	6	8	4	4	3	2	1	2	3	14	10	6
Getting the switch to happen on the date you wanted	4%	5%	6%	4%	4%	4%	6%	5%	7%	2%	3%	1%	4%	3%	7%	8%	13%
Returning your previous provider's equipment	785	517	344	173	437	264	222	152	70*	215	112	103	64*	109	302	232	80*
Base:	41	32	19	13	23	10	11	7	4	12	3	9	8	5	20	16	9
Other devices/products you own not working with the new service	5%	6%	6%	8%	5%	4%	5%	5%	6%	6%	3%	9%	13%	5%	7%	7%	11%
Base:	311	215	152	63*	187	124	105	69*	36*	82*	55*	27**	25**	38*	133	97*	28**
Base:	18	13	9	4	12	8	8	5	3	4	3	1	2	2	9	6	1
Base:	6%	6%	6%	6%	6%	6%	8%	7%	8%	5%	5%	4%	8%	5%	7%	6%	4%
Base:	148	103	64*	39*	82*	43*	42*	25**	17**	40*	18**	22**	14**	25**	63*	46*	21**
Base:	27	19	12	7	16	9	8	6	2	8	3	5	3	4	11	9	3
Base:	18%	18%	19%	18%	20%	21%	19%	24%	12%	20%	17%	23%	21%	16%	17%	20%	14%
Base:	270	197	113	84*	174	90*	94*	58*	36*	80*	32*	48*	31*	53*	117	81*	23**

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

QC2A And which, if any, of these did you experience MAJOR difficulties with...?

Base : All switchers (and selecting each experience at QC1a)

	Total	LAST 12 MONTH SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Base:	270	197	113	84*	174	90*	94*	58*	36*	80*	32*	48*	31*	53*	117	81*	23**
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Resolving billing issue with your previous provider	127 47%	104 53%	61 54%	43 51%	93 53%	50 56%	45 48%	30 52%	15 42%	48 60%	20 63%	28 58%	13 42%	30 57%	56 48%	41 51%	11 48%
Base:	672	438	326	112	372	260	209	144	65*	163	116	47*	37*	75*	275	210	66*
Having new equipment installed/services set up by your new provider i.e. engineer visits	30 4%	18 4%	12 4%	6 5%	14 4%	8 3%	8 4%	5 3%	3 5%	6 4%	3 3%	3 6%	4 11%	2 3%	12 4%	9 4%	4 6%
Base:	678	477	235	242	417	175	184	100	84*	233	75*	158	76*	166	244	160	60*
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	17 3%	11 2%	8 3%	3 1%	7 2%	4 2%	3 2%	1 1%	2 2%	4 2%	3 4%	1 1%	2 3%	1 1%	7 3%	5 3%	4 7%
Base:	254	178	103	75*	153	78*	78*	43*	35*	75*	35*	40*	21**	54*	103	68*	25**
Paying a disconnection charge	58 23%	48 27%	28 27%	20 27%	41 27%	21 27%	23 29%	13 30%	10 29%	18 24%	8 23%	10 25%	7 33%	13 24%	30 29%	20 29%	7 28%
Base:	159	111	75*	36*	90*	54*	55*	35*	20**	35*	19**	16**	11**	25**	76*	56*	21**
Paying a charge for not returning equipment	20 13%	14 13%	11 15%	3 8%	11 12%	8 15%	7 13%	5 14%	2 10%	4 11%	3 16%	1 6%	2 18%	1 4%	10 13%	8 14%	3 14%
Base:	103	62*	48*	14**	44*	30*	22**	14**	8**	22**	16**	6**	4**	10**	40*	32*	18**
Getting permission to install new equipment (e.g. cables, satellite etc.)	5 5%	3 5%	2 4%	1 7%	1 2%	-	1 5%	-	1 13%	-	-	-	1 25%	-	3 8%	2 6%	2 11%

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

QC2A And which, if any, of these did you experience MINOR difficulties with...?

Base : All switchers (and selecting each experience at QC1a)

	Total	LAST 2 YEAR SWITCHERS													Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)		
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158		
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158		
Base:	942	942	570	372	813	441	382	260	122	431	181	250	121	251	511	389	129		
Comparing what different providers are offering	220	220	144	76	180	104	87	59	28	93	45	48	28	48	127	99	40		
Base:	23%	23%	25%	20%	22%	24%	23%	23%	23%	22%	25%	19%	23%	19%	25%	25%	31%		
Base:	898	898	531	367	770	403	366	242	124	404	161	243	128	239	494	370	128		
Understanding the relevant steps required to switch provider	245	245	156	89	207	118	101	69	32	106	49	57	33	56	139	107	38		
Base:	27%	27%	29%	24%	27%	29%	28%	29%	26%	26%	30%	23%	26%	23%	28%	29%	30%		
Base:	220	220	125	95*	196	101	113	59*	54*	83*	42*	41*	28**	67*	137	83*	24**		
Paying the charge to exit your contract early	56	56	32	24	47	23	24	11	13	23	12	11	8	16	33	20	9		
Base:	25%	25%	26%	25%	24%	23%	21%	19%	24%	28%	29%	27%	29%	24%	24%	24%	38%		
Base:	713	713	460	253	595	342	292	202	90*	303	140	163	128	125	410	320	118		
Contacting your previous provider	180	180	112	68	154	86	74	47	27	80	39	41	41	27	100	73	26		
Base:	25%	25%	24%	27%	26%	25%	25%	23%	30%	26%	28%	25%	32%	22%	24%	23%	22%		
Base:	770	770	457	313	678	365	334	223	111	344	142	202	98*	215	426	315	92*		
Setting up a new online account	105	105	68	37	86	49	36	27	9	50	22	28	16	21	55	46	19		
Base:	14%	14%	15%	12%	13%	13%	11%	12%	8%	15%	15%	14%	16%	10%	13%	15%	21%		
Base:	668	668	439	229	557	328	284	202	82*	273	126	147	91*	138	395	313	111		
Your previous provider trying to persuade you to stay	242	242	159	83	198	115	106	75	31	92	40	52	36	47	150	119	44		
Base:	36%	36%	36%	36%	36%	35%	37%	37%	38%	34%	32%	35%	40%	34%	38%	38%	40%		
Base:	439	439	279	160	367	207	197	134	63*	170	73*	97*	62*	98*	269	206	72*		
Getting a better deal with your previous provider	119	119	81	38	96	58	50	36	14	46	22	24	17	21	73	59	23		
Base:	27%	27%	29%	24%	26%	28%	25%	27%	22%	27%	30%	25%	27%	21%	27%	29%	32%		
Base:	479	479	281	198	411	213	198	117	81*	213	96*	117	68*	130	266	185	68*		
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	137	137	87	50	114	64	53	35	18	61	29	32	17	33	76	58	23		
Base:	29%	29%	31%	25%	28%	30%	27%	30%	22%	29%	30%	27%	25%	25%	29%	31%	34%		
Base:	785	785	511	274	667	393	332	230	102	335	163	172	100	174	450	348	118		
Getting the switch to happen on the date you wanted	136	136	91	45	117	72	52	35	17	65	37	28	19	26	71	54	19		
Base:	17%	17%	18%	16%	18%	18%	16%	15%	17%	19%	23%	16%	19%	15%	16%	16%	16%		
Base:	311	311	221	90*	272	182	149	97*	52*	123	85*	38*	34*	56*	188	136	39*		
Returning your previous provider's equipment	105	105	75	30	86	56	46	29	17	40	27	13	14	16	65	48	19		
Base:	34%	34%	34%	33%	32%	31%	31%	30%	33%	33%	32%	34%	41%	29%	35%	35%	49%		
Base:	148	148	96*	52*	117	65*	63*	40*	23**	54*	25**	29**	18**	34**	94*	71*	31*		
Other devices/products you own not working with the new service	61	61	38	23	48	25	23	15	8	25	10	15	8	15	36	28	13		
Base:	41%	41%	40%	44%	41%	38%	37%	38%	35%	46%	40%	52%	44%	44%	38%	39%	42%		
Base:	270	270	157	113	238	125	130	78*	52*	108	47*	61*	41*	72*	162	110	32*		

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

QC2A And which, if any, of these did you experience MINOR difficulties with...?

Base : All switchers (and selecting each experience at QC1a)

Total	LAST 2 YEAR SWITCHERS															
	Switcher Sample groups											Cancel		PAY TV		
	Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Base:	270	157	113	238	125	130	78*	52*	108	47*	61*	41*	72*	162	110	32*
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Resolving billing issue with your previous provider	86 32%	46 29%	40 35%	75 32%	35 28%	38 29%	22 28%	16 31%	37 34%	13 28%	24 39%	18 44%	22 31%	49 30%	33 30%	11 34%
Base:	672	489	183	568	385	322	224	98*	246	161	85*	67*	116	426	328	104
Having new equipment installed/services set up by your new provider i.e. engineer visits	136 20%	109 22% ^{ch}	27 15%	110 19%	83 22% ^{ch}	58 18%	46 21%	12 12%	52 21%	37 23% ^{ch}	15 18%	13 19%	14 12%	84 20%	72 22%	26 25%
Base:	678	338	340	594	254	256	145	111	338	109	229	114	226	340	229	84*
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	122 18%	64 19%	58 17%	108 18%	50 20%	50 20%	29 20%	21 19%	58 17%	21 19%	37 16%	21 18%	37 16%	64 19%	43 19%	14 17%
Base:	254	148	106	220	114	111	68*	43*	109	46*	63*	34*	72*	145	102	34*
Paying a disconnection charge	81 32%	45 30%	36 34%	70 32%	34 30%	31 28%	18 26%	13 30%	39 36%	16 35%	23 37%	13 38%	23 32%	42 29%	29 28%	11 32%
Base:	159	108	51*	129	78*	78*	49*	29**	51*	29**	22**	14**	37*	108	79*	30*
Paying a charge for not returning equipment	38 24%	27 25%	11 22%	27 21%	16 21%	16 21%	9 18%	7 24%	11 22%	7 24%	4 18%	3 21%	8 22%	27 25%	20 25%	11 37%
Base:	103	103	75*	28**	79*	51*	41*	27**	38*	24**	14**	8**	20**	65*	51*	24**
Getting permission to install new equipment (e.g. cables, satellite etc.)	25 24%	21 28%	4 14%	17 22%	13 25%	9 22%	8 30%	1 7%	8 21%	5 21%	3 21%	1 13%	3 15%	17 26%	16 31%	8 33%

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

QC2A And which, if any, of these did you experience MINOR difficulties with...?

Base : All switchers (and selecting each experience at QC1a)

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Base:	942	631	375	256	541	285	253	167	86*	288	118	170	79*	177	343	257	90*
Comparing what different providers are offering	220	132	85	47	106	59	49	34	15	57	25	32	19	28	75	60	26
Base:	23%	21%	23%	18%	20%	21%	19%	20%	17%	20%	21%	19%	24%	16%	22%	23%	29%
Base:	898	597	348	249	513	264	244	158	86*	269	106	163	83*	166	328	242	84*
Understanding the relevant steps required to switch provider	245	157	101	56	133	77	66	45	21	67	32	35	21	35	90	69	24
Base:	27%	26%	29%	22%	26%	29%	27%	28%	24%	25%	30%	21%	25%	21%	27%	29%	29%
Base:	220	161	93*	68*	144	76*	84*	41*	43*	60*	35*	25**	18**	50*	101	58*	17**
Paying the charge to exit your contract early	56	39	22	17	33	16	16	6	10	17	10	7	4	13	22	12	6
Base:	25%	24%	24%	25%	23%	21%	19%	15%	23%	28%	29%	28%	22%	26%	22%	21%	35%
Base:	713	487	314	173	406	233	197	136	61*	209	97*	112	85*	88*	278	217	81*
Contacting your previous provider	180	114	68	46	100	54	49	31	18	51	23	28	29	17	63	45	14
Base:	25%	23%	22%	27%	25%	23%	25%	23%	30%	24%	24%	25%	34% lm	19%	23%	21%	17%
Base:	770	532	307	225	468	243	231	146	85*	237	97*	140	65*	160	295	210	64*
Setting up a new online account	105	68	42	26	54	28	23	18	5	31	10	21	12	14	37	32	14
Base:	14%	13%	14%	12%	12%	12%	10%	12%	6%	13%	10%	15% h	18% lm	9%	13%	15%	22%
Base:	668	443	291	152	365	213	181	128	53*	184	85*	99*	62*	90*	259	206	78*
Your previous provider trying to persuade you to stay	242	155	100	55	124	69	64	44	20	60	25	35	26	29	95	75	31
Base:	36%	35%	34%	36%	34%	32%	35%	34%	38%	33%	29%	35%	42%	32%	37%	36%	40%
Base:	439	292	188	104	238	134	129	88*	41*	109	46*	63*	38*	66*	183	142	54*
Getting a better deal with your previous provider	119	73	53	20	56	36	28	21	7	28	15	13	8	12	45	38	17
Base:	27%	25%	28%	19%	24%	27%	22%	24%	17%	26%	33%	21%	21%	18%	25%	27%	31%
Base:	479	338	198	140	291	151	143	84*	59*	148	67*	81*	47*	93*	190	131	47*
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	137	98	60	38	82	44	36	24	12	46	20	26	13	25	52	40	16
Base:	29%	29%	30%	27%	28%	29%	25%	29%	20%	31%	30%	32%	28%	27%	27%	31%	34%
Base:	785	517	344	173	437	264	222	152	70*	215	112	103	64*	109	302	232	80*
Getting the switch to happen on the date you wanted	136	93	63	30	82	52	35	23	12	47	29	18	11	19	46	34	11
Base:	17%	18%	18%	17%	19%	20%	16%	15%	17%	22%	26% ldg	17%	17%	17%	15%	15%	14%
Base:	311	215	152	63*	187	124	105	69*	36*	82*	55*	27**	25**	38*	133	97*	28**
Returning your previous provider's equipment	105	77	53	24	62	38	35	22	13	27	16	11	13	11	50	37	15
Base:	34%	36%	35%	38%	33%	31%	33%	32%	36%	33%	29%	41%	52%	29%	38%	38%	54%
Base:	148	103	64*	39*	82*	43*	42*	25**	17**	40*	18**	22**	14**	25**	63*	46*	21**
Other devices/products you own not working with the new service	61	50	30	20	39	19	17	10	7	22	9	13	6	14	28	21	11
Base:	41%	49%	47%	51%	48%	44%	40%	40%	41%	55%	50%	59%	43%	56%	44%	46%	52%
Base:	270	197	113	84*	174	90*	94*	58*	36*	80*	32*	48*	31*	53*	117	81*	23**

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

QC2A And which, if any, of these did you experience MINOR difficulties with...?

Base : All switchers (and selecting each experience at QC1a)

	Total	LAST 12 MONTH SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Base:	270	197	113	84*	174	90*	94*	58*	36*	80*	32*	48*	31*	53*	117	81*	23**
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Resolving billing issue with your previous provider	86 32%	57 29%	30 27%	27 32%	50 29%	23 26%	25 27%	16 28%	9 25%	25 31%	7 22%	18 38%	12 39%	15 28%	32 27%	23 28%	7 30%
Base:	672	438	326	112	372	260	209	144	65*	163	116	47*	37*	75*	275	210	66*
Having new equipment installed/services set up by your new provider i.e. engineer visits	136 20%	87 20%	71 22%	16 14%	72 19%	56 22%	40 19%	32 22%	8 12%	32 20%	24 21%	8 17%	6 16%	10 13%	55 20%	47 22%	15 23%
Base:	678	477	235	242	417	175	184	100	84*	233	75*	158	76*	166	244	160	60*
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	122 18%	79 17%	39 17%	40 17%	69 17%	29 17%	35 19%	17 17%	18 21%	34 15%	12 16%	22 14%	16 21%	24 14%	45 18%	27 17%	10 17%
Base:	254	178	103	75*	153	78*	78*	43*	35*	75*	35*	40*	21**	54*	103	68*	25**
Paying a disconnection charge	81 32%	52 29%	26 25%	26 35%	45 29%	19 24%	21 27%	10 23%	11 31%	24 32%	9 26%	15 38%	7 33%	19 35%	28 27%	17 25%	7 28%
Base:	159	111	75*	36*	90*	54*	55*	35*	20**	35*	19**	16**	11**	25**	76*	56*	21**
Paying a charge for not returning equipment	38 24%	26 23%	17 23%	9 25%	18 20%	9 17%	11 20%	6 17%	5 25%	7 20%	3 16%	4 25%	3 27%	6 24%	19 25%	14 25%	8 38%
Base:	103	62*	48*	14**	44*	30*	22**	14**	8**	22**	16**	6**	4**	10**	40*	32*	18**
Getting permission to install new equipment (e.g. cables, satellite etc.)	25 24%	16 26%	14 29%	2 14%	8 18%	6 20%	3 14%	2 14%	1 13%	5 23%	4 25%	1 17%	-	2 20%	11 28%	10 31%	8 44%

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

QC2A And which, if any, of these did you experience NO difficulties with...?

Base : All switchers (and selecting each experience at QC1a)

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Base:	942	942	570	372	813	441	382	260	122	431	181	250	121	251	511	389	129
Comparing what different providers are offering	701	701	415	286	616	330	288	199	89	328	131	197	87	199	373	284	85
Base:	898	898	531	367	770	403	366	242	124	404	161	243	128	239	494	370	128
Understanding the relevant steps required to switch provider	849	849	500	349	744	395	342	226	116	402	169	233	105	244	447	331	105
Base:	95%	95%	94%	95%	97% abfg	96% abcfgh	93%	93%	94%	100% abcdfghk	105% abcdfghk	96%	82%	102% l	90% p	89% p	82%
Paying the charge to exit your contract early	120	120	66	54	109	55	60	30	30	49	25	24	15	39	71	41	11
Base:	55%	55%	53%	57%	56%	54%	53%	51%	56%	59%	60%	59%	54%	58%	52%	49%	46%
Contacting your previous provider	456	456	302	154	376	222	190	135	55	186	87	99	70	84	270	215	80
Base:	64%	64%	66%	61%	63%	65%	65%	67%	61%	61%	62%	61%	55%	67% l	66%	67%	68%
Setting up a new online account	650	650	378	272	581	309	294	193	101	287	116	171	82	190	426	315	92*
Base:	84%	84%	83%	87%	86%	85%	88% ab	87%	91% bj	83%	82%	85%	84%	88%	85% p	83%	75%
Your previous provider trying to persuade you to stay	323	323	207	116	271	155	138	95	43	133	60	73	43	73	190	147	52
Base:	48%	48%	47%	51%	49%	47%	49%	47%	52%	49%	48%	50%	47%	53%	48%	47%	47%
Getting a better deal with your previous provider	176	176	116	60	148	88	82	54	28	66	34	32	23	37	110	82	28
Base:	40%	40%	42%	38%	40%	43%	42%	40%	44%	39%	47%	33%	37%	38%	41%	40%	39%
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	479	479	281	198	411	213	198	117	81*	213	96*	117	68*	130	266	185	68*
Base:	322	322	182	140	283	143	136	78	58	147	65	82	48	92	175	117	39
Getting the switch to happen on the date you wanted	612	612	398	214	522	308	267	188	79	255	120	135	71	143	357	278	90
Base:	78%	78%	78%	78%	78%	78%	80%	82%	77%	76%	74%	78%	71%	82% l	79%	80%	76%
Returning your previous provider's equipment	188	188	134	54	170	116	91	61	30	79	55	24	17	37	109	79	18
Base:	60%	60%	61%	60%	63%	64%	61%	63%	58%	64%	65%	63%	50%	66%	58%	58%	46%
Other devices/products you own not working with the new service	148	148	96*	52*	117	65*	63*	40*	23**	54*	25**	29**	18**	34*	94*	71*	31*
Base:	61	61	43	18	48	30	29	19	10	19	11	8	5	13	42	32	13
Base:	41%	41%	45%	35%	41%	46%	46%	48%	43%	35%	44%	28%	28%	38%	45%	45%	42%
Base:	270	270	157	113	238	125	130	78*	52*	108	47*	61*	41*	72*	162	110	32*

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

QC2A And which, if any, of these did you experience NO difficulties with...?

Base : All switchers (and selecting each experience at QC1a)

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Total Triple & SAPT TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT TV (n)	Triple CPS & SAPT TV CPS (o)	SAPT TV CPS (p)
Base:	270	270	157	113	238	125	130	78*	52*	108	47*	61*	41*	72*	162	110	32*
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Resolving billing issue with your previous provider	61 23%	61 23%	36 23%	25 22%	55 23%	30 24%	35 27% ^{uk}	18 23%	17 33% ^{uk}	20 19%	12 26%	8 13%	7 17%	18 25%	41 25%	24 22%	6 19%
Base:	672	672	489	183	568	385	322	224	98*	246	161	85*	67*	116	426	328	104
Having new equipment installed/services set up by your new provider i.e. engineer visits	507 75%	507 75%	359 73%	148 81% ^{ab}	435 77%	287 75%	253 79%	170 76%	83 85% ^{label}	182 74%	117 73%	65 78%	48 72%	100 86% ^{kl}	325 76%	242 74%	72 69%
Base:	678	678	338	340	594	254	256	145	111	338	109	229	114	226	340	229	84*
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	540 80%	540 80%	265 78%	275 81%	475 80%	200 79%	200 78%	114 79%	86 77%	275 81%	86 79%	189 83%	89 78%	186 82%	265 78%	179 78%	65 77%
Base:	254	254	148	106	220	114	111	68*	43*	109	46*	63*	34*	72*	145	102	34*
Paying a disconnection charge	116 46%	116 46%	67 45%	49 46%	102 46%	53 46%	52 47%	32 47%	20 47%	50 46%	21 46%	29 46%	14 41%	35 49%	66 46%	46 45%	14 41%
Base:	159	159	108	51*	129	78*	78*	49*	29**	51*	29**	22**	14**	37*	108	79*	30*
Paying a charge for not returning equipment	101 64%	101 64%	65 60%	36 71%	87 67%	51 65%	53 68%	34 69%	19 68%	34 67%	17 59%	17 77%	9 64%	27 73%	67 62%	48 61%	14 47%
Base:	103	103	75*	28**	79*	51*	41*	27**	14**	38*	24**	14**	8**	20**	65*	51*	24**
Getting permission to install new equipment (e.g. cables, satellite etc.)	73 71%	73 71%	51 68%	22 79%	60 76%	38 75%	30 73%	19 70%	11 79%	30 79%	19 79%	11 79%	6 75%	16 80%	43 66%	32 63%	13 54%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
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QC2A And which, if any, of these did you experience NO difficulties with...?

Base : All switchers (and selecting each experience at QC1a)

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Base:	942	631	375	256	541	285	253	167	86*	288	118	170	79*	177	343	257	90*
Comparing what different providers are offering	701	485	283	202	425	223	200	132	68	225	91	134	56	146	260	192	60
Base:	74%	77%	75%	79%	79%	78%	79%	79%	79%	78%	77%	79%	71%	82% l	76%	75%	67%
Understanding the relevant steps required to switch provider	898	597	348	249	513	264	244	158	86*	269	106	163	83*	166	328	242	84*
Base:	849	575	330	245	505	260	226	143	83	279	117	162	67	178	296	213	70
Base:	95%	96% l	95%	98% l	98% abfg	96% abfg	93%	91%	97%	104% abfg	110% abfg	99% abfg	81%	107% l	90%	88%	83%
Paying the charge to exit your contract early	120	88	51	37	80	43	44	21	23	36	22	14	10	27	52	29	8
Base:	55%	55%	55%	54%	56%	57%	52%	51%	53%	60%	63%	56%	56%	54%	51%	50%	47%
Contacting your previous provider	713	487	314	173	406	233	197	136	61*	209	97*	112	85*	88*	278	217	81*
Base:	456	308	208	100	250	150	124	88	36	126	62	64	42	58	182	146	58
Base:	64%	63%	66%	58%	62%	64%	63%	65%	59%	60%	64%	57%	49%	66% l	65%	67%	72%
Setting up a new online account	770	532	307	225	468	243	231	146	85*	237	97*	140	65*	160	295	210	64*
Base:	650	453	257	196	407	211	206	127	79	201	84	117	53	143	252	173	46
Base:	84%	85%	84%	87%	87%	87%	89%	87%	93% bl	85%	87%	84%	82%	89%	85% p	82%	72%
Your previous provider trying to persuade you to stay	668	443	291	152	365	213	181	128	53*	184	85*	99*	62*	90*	259	206	78*
Base:	323	215	137	78	180	102	89	61	28	91	41	50	29	49	124	96	35
Base:	48%	49%	47%	51%	49%	48%	49%	48%	53%	49%	48%	51%	47%	54%	48%	47%	45%
Getting a better deal with your previous provider	176	117	78	39	98	59	55	37	18	43	22	21	17	22	74	56	19
Base:	40%	40%	41%	38%	41%	44%	43%	42%	44%	39%	48%	33%	45%	33%	40%	39%	35%
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	479	338	198	140	291	151	143	84*	59*	148	67*	81*	47*	93*	190	131	47*
Base:	322	223	126	97	198	101	99	56	43	99	45	54	32	65	124	81	25
Base:	67%	66%	64%	69%	68%	67%	69%	67%	73%	67%	67%	67%	68%	70%	65%	62%	53%
Getting the switch to happen on the date you wanted	785	517	344	173	437	264	222	152	70*	215	112	103	64*	109	302	232	80*
Base:	612	395	263	132	335	203	177	123	54	158	80	78	46	86	237	183	60
Base:	78%	76%	76%	76%	77%	77%	80%	81%	77%	73%	71%	76%	72%	79%	78%	79%	75%
Returning your previous provider's equipment	311	215	152	63*	187	124	105	69*	36*	82*	55*	27**	25**	38*	133	97*	28**
Base:	188	125	90	35	113	78	62	42	20	51	36	15	10	25	74	54	12
Base:	60%	58%	59%	56%	60%	63%	59%	61%	56%	62%	65%	56%	40%	66%	56%	56%	43%
Other devices/products you own not working with the new service	148	103	64*	39*	82*	43*	42*	25**	17**	40*	18**	22**	14**	25**	63*	46*	21**
Base:	61	35	23	12	28	16	17	9	8	11	7	4	5	7	24	16	7
Base:	41%	34%	36%	31%	34%	37%	40%	36%	47%	28%	39%	18%	36%	28%	38%	35%	33%
Base:	270	197	113	84*	174	90*	94*	58*	36*	80*	32*	48*	31*	53*	117	81*	23**

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
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QC2A And which, if any, of these did you experience NO difficulties with...?

Base : All switchers (and selecting each experience at QC1a)

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple CPS & SAPTV CPS		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Base:	270	197	113	84*	174	90*	94*	58*	36*	80*	32*	48*	31*	53*	117	81*	23**
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Resolving billing issue with your previous provider	61 23%	39 20%	22 19%	17 20%	34 20%	17 19%	24 26% uk	12 21%	12 33% uk	10 13%	5 16%	5 10%	6 19%	11 21%	29 25%	17 21%	5 22%
Base:	672	438	326	112	372	260	209	144	65*	163	116	47*	37*	75*	275	210	66*
Having new equipment installed/services set up by your new provider i.e. engineer visits	507 75%	333 76%	243 75%	90 80%	286 77%	196 75%	161 77%	107 74%	54 83%	125 77%	89 77%	36 77%	27 73%	63 84%	208 76%	154 73%	47 71%
Base:	678	477	235	242	417	175	184	100	84*	233	75*	158	76*	166	244	160	60*
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	540 80%	388 81%	189 80%	199 82%	342 82%	143 82%	146 79%	82 82%	64 76%	196 84%	61 81%	135 85%	58 76%	141 85%	192 79%	128 80%	46 77%
Base:	254	178	103	75*	153	78*	78*	43*	35*	75*	35*	40*	21**	54*	103	68*	25**
Paying a disconnection charge	116 46%	78 44%	49 48%	29 39%	67 44%	38 49%	34 44%	20 47%	14 40%	33 44%	18 51%	15 38%	7 33%	22 41%	45 44%	31 46%	11 44%
Base:	159	111	75*	36*	90*	54*	55*	35*	20**	35*	19**	16**	11**	25**	76*	56*	21**
Paying a charge for not returning equipment	101 64%	71 64%	47 63%	24 67%	61 68%	37 69%	37 67%	24 69%	13 65%	24 69%	13 68%	11 69%	6 55%	18 72%	47 62%	34 61%	10 48%
Base:	103	62*	48*	14**	44*	30*	22**	14**	8**	22**	16**	6**	4**	10**	40*	32*	18**
Getting permission to install new equipment (e.g. cables, satellite etc.)	73 71%	43 69%	32 67%	11 79%	35 80%	24 80%	18 82%	12 86%	6 75%	17 77%	12 75%	5 83%	3 75%	8 80%	26 65%	20 63%	8 44%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
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QC2A And which, if any, of these did you experience MAJOR/MINOR difficulties with...?

Base : All switchers (and selecting each experience at QC1a)

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Base:	942	942	570	372	813	441	382	260	122	431	181	250	121	251	511	389	129
Comparing what different providers are offering	241	241	155	86	197	111	94	61	33	103	50	53	34	52	138	105	44
Base:	26%	26%	27%	23%	24%	25%	25%	23%	27%	24%	28%	21%	28%	21%	27%	27%	34%
Base:	898	898	531	367	770	403	366	242	124	404	161	243	128	239	494	370	128
Understanding the relevant steps required to switch provider	283	283	181	102	230	128	112	74	38	118	54	64	38	64	165	127	53
Base:	32%	32%	34% ck	28%	30%	32%	31%	31%	31%	29%	34%	26%	30%	27%	33%	34%	41%
Base:	220	220	125	95*	196	101	113	59*	54*	83*	42*	41*	28**	67*	137	83*	24**
Paying the charge to exit your contract early	101	101	59	42	88	46	54	29	25	34	17	17	13	29	67	42	13
Base:	46%	46%	47%	44%	45%	46%	48%	49%	46%	41%	40%	41%	46%	43%	49%	51%	54%
Base:	713	713	460	253	595	342	292	202	90*	303	140	163	128	125	410	320	118
Contacting your previous provider	258	258	159	99	220	121	102	67	35	118	54	64	58	41	140	105	38
Base:	36%	36%	35%	39%	37%	35%	35%	33%	39%	39%	39%	39%	45% m	33%	34%	33%	32%
Base:	770	770	457	313	678	365	334	223	111	344	142	202	98*	215	426	315	92*
Setting up a new online account	120	120	79	41	97	56	40	30	10	57	26	31	16	25	63	53	23
Base:	16%	16%	17% th	13%	14%	15%	12%	13%	9%	17%	18% th	15%	16%	12%	15%	17%	25% m
Base:	668	668	439	229	557	328	284	202	82*	273	126	147	91*	138	395	313	111
Your previous provider trying to persuade you to stay	345	345	232	113	286	173	146	107	39	140	66	74	48	65	205	166	59
Base:	52%	52%	53%	49%	51%	53%	51%	53%	48%	51%	52%	50%	53%	47%	52%	53%	53%
Base:	439	439	279	160	367	207	197	134	63*	170	73*	97*	62*	98*	269	206	72*
Getting a better deal with your previous provider	263	263	163	100	219	119	115	80	35	104	39	65	39	61	159	124	44
Base:	60%	60%	58%	63%	60%	57%	58%	60%	56%	61%	53%	67%	63%	62%	59%	60%	61%
Base:	479	479	281	198	411	213	198	117	81*	213	96*	117	68*	130	266	185	68*
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	157	157	99	58	128	70	62	39	23	66	31	35	20	38	91	68	29
Base:	33%	33%	35%	29%	31%	33%	31%	33%	28%	31%	32%	30%	29%	29%	34%	37%	43%
Base:	785	785	511	274	667	393	332	230	102	335	163	172	100	174	450	348	118
Getting the switch to happen on the date you wanted	177	177	115	62	149	87	67	44	23	82	43	39	30	32	95	72	28
Base:	23%	23%	23%	23%	22%	22%	20%	19%	23%	24%	26%	23%	30% m	16%	21%	21%	24%
Base:	311	311	221	90*	272	182	149	97*	52*	123	85*	38*	34*	56*	188	136	39*
Returning your previous provider's equipment	123	123	87	36	102	66	58	36	22	44	30	14	17	19	79	57	21
Base:	40%	40%	39%	40%	38%	36%	39%	37%	42%	36%	35%	37%	50%	34%	42%	42%	54%
Base:	148	148	96*	52*	117	65*	63*	40*	23**	54*	25**	29**	18**	34*	94*	71*	31*
Other devices/products you own not working with the new service	88	88	54	34	70	36	34	21	13	36	15	21	13	21	52	39	18
Base:	59%	59%	56%	65%	60%	55%	54%	53%	57%	67%	60%	72%	72%	62%	55%	55%	58%
Base:	270	270	157	113	238	125	130	78*	52*	108	47*	61*	41*	72*	162	110	32*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
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QC2A And which, if any, of these did you experience MAJOR/MINOR difficulties with...?

Base : All switchers (and selecting each experience at QC1a)

Total	LAST 2 YEAR SWITCHERS															
	Switcher Sample groups											Cancel		PAY TV		
	Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Base:	270	157	113	238	125	130	78*	52*	108	47*	61*	41*	72*	162	110	32*
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Resolving billing issue with your previous provider	213	121	92	187	95	95	60	35	92	35	57	35	57	121	86	26
79%	79%	77%	81% ^h	79%	76%	73%	77%	67%	85% ^{fh}	74%	83% ^{abdefgh}	85%	79%	75%	78%	81%
Base:	672	489	183	568	385	322	224	98*	246	161	85*	67*	116	426	328	104
Having new equipment installed/services set up by your new provider i.e. engineer visits	166	130	36	134	98	69	54	15	65	44	21	19	17	101	86	32
25%	25% ^h	27% ^h	20%	24%	25% ^h	21%	24%	15%	26% ^h	27% ^h	25%	28% ^m	15%	24%	26%	31%
Base:	678	338	340	594	254	256	145	111	338	109	229	114	226	340	229	84*
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	139	74	65	120	55	56	31	25	64	24	40	25	40	75	50	19
21%	21%	22%	19%	20%	22%	22%	21%	23%	19%	22%	17%	22%	18%	22%	22%	23%
Base:	254	148	106	220	114	111	68*	43*	109	46*	63*	34*	72*	145	102	34*
Paying a disconnection charge	139	81	58	119	61	59	36	23	60	25	35	20	38	79	56	20
55%	55%	55%	55%	54%	54%	53%	53%	53%	55%	54%	56%	59%	53%	54%	55%	59%
Base:	159	108	51*	129	78*	78*	49*	29**	51*	29**	22**	14**	37*	108	79*	30*
Paying a charge for not returning equipment	58	43	15	42	27	25	15	10	17	12	5	5	10	41	31	16
36%	36%	40%	29%	33%	35%	32%	31%	34%	33%	41%	23%	36%	27%	38%	39%	53%
Base:	103	75*	28**	79*	51*	41*	27**	14**	38*	24**	14**	8**	20**	65**	51*	24**
Getting permission to install new equipment (e.g. cables, satellite etc.)	30	24	6	19	13	11	8	3	8	5	3	2	4	22	19	11
29%	29%	32%	21%	24%	25%	27%	30%	21%	21%	21%	21%	25%	20%	34%	37%	46%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
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	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Base:	942	631	375	256	541	285	253	167	86*	288	118	170	79*	177	343	257	90*
Comparing what different providers are offering	241	146	92	54	116	62	53	35	18	63	27	36	23	31	83	65	30
Base:	26%	23%	25%	21%	21%	22%	21%	21%	21%	22%	23%	21%	29% um	18%	24%	25%	33%
Understanding the relevant steps required to switch provider	898	597	348	249	513	264	244	158	86*	269	106	163	83*	166	328	242	84*
Base:	263	188	124	64	151	87	75	50	25	76	37	39	25	39	112	87	37
Base:	32%	31%	36% ck	26%	29%	33% ck	31%	32%	29%	28%	35%	24%	30%	23%	34%	36%	44%
Paying the charge to exit your contract early	101	74	42	32	65	33	41	20	21	24	13	11	8	24	50	29	9
Base:	46%	46%	45%	47%	45%	43%	49%	49%	49%	40%	37%	44%	44%	48%	50%	50%	53%
Contacting your previous provider	713	487	314	173	406	233	197	136	61*	209	97*	112	85*	88*	278	217	81*
Base:	258	180	107	73	157	84	73	48	25	84	36	48	43	30	96	71	23
Base:	36%	37%	34%	42%	39%	36%	37%	35%	41%	40%	37%	43%	51% um	34%	35%	33%	28%
Setting up a new online account	770	532	307	225	468	243	231	146	85*	237	97*	140	65*	160	295	210	64*
Base:	120	79	50	29	61	32	25	19	6	36	13	23	12	17	43	37	18
Base:	16%	15%	16% ck	13%	13%	13%	11%	13%	7%	15%	13%	16% ck	18%	11%	15%	18%	26% ck
Your previous provider trying to persuade you to stay	668	443	291	152	365	213	181	128	53*	184	85*	99*	62*	90*	259	206	78*
Base:	345	228	154	74	185	111	92	67	25	93	44	49	33	41	135	110	43
Base:	52%	51%	53%	49%	51%	52%	51%	52%	47%	51%	52%	49%	53%	46%	52%	53%	55%
Getting a better deal with your previous provider	439	292	188	104	238	134	129	88*	41*	109	46*	63*	38*	66*	183	142	54*
Base:	263	175	110	65	140	75	74	51	23	66	24	42	21	44	109	86	35
Base:	60%	60%	59%	63%	59%	56%	57%	58%	56%	61%	52%	67%	55%	67%	60%	61%	65%
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	479	338	198	140	291	151	143	84*	59*	148	67*	81*	47*	93*	190	131	47*
Base:	157	115	72	43	93	50	44	28	16	49	22	27	15	28	66	50	22
Base:	33%	34%	36%	31%	32%	33%	31%	33%	27%	33%	33%	33%	32%	30%	35%	38%	47%
Getting the switch to happen on the date you wanted	785	517	344	173	437	264	222	152	70*	215	112	103	64*	109	302	232	80*
Base:	177	125	82	43	105	62	46	30	16	59	32	27	19	24	66	50	20
Base:	23%	24%	24%	25%	24%	23%	21%	20%	23%	27%	29%	26%	30%	22%	22%	22%	25%
Returning your previous provider's equipment	311	215	152	63*	187	124	105	69*	36*	82*	55*	27**	25**	38*	133	97*	28**
Base:	123	90	62	28	74	46	43	27	16	31	19	12	15	13	59	43	16
Base:	40%	42%	41%	44%	40%	37%	41%	39%	44%	38%	35%	44%	60%	34%	44%	44%	57%
Other devices/products you own not working with the new service	148	103	64*	39*	82*	43*	42*	25**	17**	40*	18**	22**	14**	25**	63*	46*	21**
Base:	88	69	42	27	55	28	25	16	9	30	12	18	9	18	39	30	14
Base:	59%	67%	66%	69%	67%	65%	60%	64%	53%	75%	67%	82%	64%	72%	62%	65%	67%
Base:	270	197	113	84*	174	90*	94*	58*	36*	80*	32*	48*	31*	53*	117	81*	23**

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

QC2A And which, if any, of these did you experience MAJOR/MINOR difficulties with...?

Base : All switchers (and selecting each experience at QC1a)

	Total	LAST 12 MONTH SWITCHERS															Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual ORS cancel		Total Triple & SAPT V					
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT V (n)	Triple CPS & SAPT V CPS (o)	SAPT V CPS (p)					
Base:	270	197	113	84*	174	90*	94*	58*	36*	80*	32*	48*	31*	53*	117	81*	23**				
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107				
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107				
Resolving billing issue with your previous provider	213 79%	161 82% ^{ah}	91 81%	70 83% ^{ah}	143 82% ^{ah}	73 81%	70 74%	46 79%	24 67%	73 91% ^{abfgh}	27 84%	46 96% ^{abdefgh}	25 81%	45 85%	88 75%	64 79%	18 78%				
Base:	672	438	326	112	372	260	209	144	65*	163	116	47*	37*	75*	275	210	66*				
Having new equipment installed/services set up by your new provider i.e. engineer visits	166 25%	105 24%	83 25%	22 20%	86 23%	64 25%	48 23%	37 26%	11 17%	38 23%	27 23%	11 23%	10 27%	12 16%	67 24%	56 27%	19 29%				
Base:	678	477	235	242	417	175	184	100	84*	233	75*	158	76*	166	244	160	60*				
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	139 21%	90 19%	47 20%	43 18%	76 18%	33 19%	38 21%	18 18%	20 24%	38 16%	15 20%	23 15%	18 24%	25 15%	52 21%	32 20%	14 23%				
Base:	254	178	103	75*	153	78*	78*	43*	35*	75*	35*	40*	21**	54*	103	68*	25**				
Paying a disconnection charge	139 55%	100 56%	54 52%	46 61%	86 56%	40 51%	44 56%	23 53%	21 60%	42 56%	17 49%	25 63%	14 67%	32 59%	58 56%	37 54%	14 56%				
Base:	159	111	75*	36*	90*	54*	55*	35*	20**	35*	19**	16**	11**	25**	76*	56*	21**				
Paying a charge for not returning equipment	58 36%	40 36%	28 37%	12 33%	29 32%	17 31%	18 33%	11 31%	7 35%	11 31%	6 32%	5 31%	5 45%	7 28%	29 38%	22 39%	11 52%				
Base:	103	62*	48*	14**	44*	30*	22**	14**	8**	22**	16**	6**	4**	10**	40*	32*	18**				
Getting permission to install new equipment (e.g. cables, satellite etc.)	30 29%	19 31%	16 33%	3 21%	9 20%	6 20%	4 18%	2 14%	2 25%	5 23%	4 25%	1 17%	1 25%	2 20%	14 35%	12 38%	10 56%				

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

QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Resolving billing issue with your previous provider	56 5%	56 5%	31 5%	25 6%	52 5%	27 5%	22 5%	16 5%	6 4%	30 6%	11 5%	19 6%	12 8%	13 4%	26 4%	20 4%	4 3%
Getting a better deal with your previous provider	37 3%	37 3%	21 3%	16 4%	30 3%	14 3%	15 3%	10 3%	5 3%	15 3%	4 2%	11 4%	4 3%	12 4%	22 4%	17 4%	7 4%
Your previous provider trying to persuade you to stay	34 3%	34 3%	28 4%ck	6 1%	25 3%	19 4%ck	13 3%	10 3%	3 2%	12 2%	9 4%ck	3 1%	4 3%	2 1%	22 4%	19 4%	9 6%
Cancelling your previous service	32 3%	32 3%h	24 4%h	8 2%	29 3%h	21 4%ch	15 3%h	15 5%ch	-	14 3%h	6 3%h	8 3%h	4 3%	4 1%	18 3%	18 4%	3 2%
Arranging the switch so that you had continuous access to your services	24 2%	24 2%	17 2%	7 2%	20 2%	13 2%	8 2%	5 2%	3 2%	12 2%	8 4%	4 1%	3 2%	4 1%	12 2%	9 2%	4 3%
Having new equipment installed/services set up by your new provider i.e. engineer visits	14 1%	14 1%	10 1%	4 1%	14 1%	10 2%	8 2%	6 2%	2 1%	6 1%	4 2%	2 1%	2 1%	2 1%	8 1%	6 1%	- -
Getting the switch to happen on the date you wanted	13 1%	13 1%	9 1%	4 1%	9 1%	5 1%	6 1%	3 1%	3 2%	3 1%	2 1%	1 *	3 2%	1 *	10 2%	7 2%	4 3%
Arranging the switch so that you were not paying for your old and new services at the same time	13 1%	13 1%	7 1%	6 1%	13 1%	7 1%	7 2%	4 1%	3 2%	6 1%	3 1%	3 1%	1 1%	5 2%	7 1%	4 1%	- -
Paying a disconnection charge	13 1%	13 1%	7 1%	6 1%	11 1%	5 1%	6 1%	4 1%	2 1%	5 1%	1 *	4 1%	- -	6 2%	8 1%	6 1%	2 1%
Finding time to research the market	11 1%	11 1%	6 1%	5 1%	9 1%	4 1%	3 1%	- 2%g	3 2%g	6 1%	4 2%g	2 1%	1 1%	4 1%	5 1%	2 *	2 1%
Paying the charge to exit your contract early	11 1%	11 1%	5 1%	6 1%l	11 1%	5 1%	10 2%bijk	5 2%l	5 3%abdeijk	1 *	- *	1 *	- -	6 2%	10 2%	5 1%	- -
Contacting your previous provider	11 1%	11 1%	5 1%	6 1%g	11 1%	5 1%	1 *	- *	1 1%	10 2%g	5 2%g	5 2%g	3 2%	3 1%	1 *	- *	- 1%
Other devices/products you own not working with the new service	10 1%	10 1%	5 1%	5 1%	9 1%	4 1%	2 *	1 *	1 1%	7 1%	3 1%	4 1%	3 2%	2 1%	3 *	2 *	1 1%
Keeping/transferring your phone number	9 1%	9 1%	5 1%	4 1%	9 1%	5 1%	3 1%	1 *	2 1%	6 1%	4 2%	2 1%	1 1%	3 1%	3 *	1 *	- -
Contacting your new provider	8 1%	8 1%	7 1%	1 *	4 *	3 1%	2 *	1 *	1 1%	2 *	2 1%	- -	- -	1 *	6 1%	5 1%	4 3%
Returning your previous provider's equipment	8 1%	8 1%	6 1%	2 *	7 1%	5 1%	6 1%ik	4 1%ik	2 1%k	1 *	1 *	- -	1 1%	1 *	7 1%	5 1%	1 1%
Comparing what different providers are offering	6 1%	6 1%	3 *	3 1%	6 1%	3 1%	2 *	1 *	1 1%	4 1%	2 1%	2 1%	2 1%	1 *	2 *	1 *	- -
Understanding the relevant steps required to switch provider	6 1%	6 1%	4 1%	2 *	3 *	1 *	1 *	- -	1 1%	2 *	1 *	1 *	1 1%	1 *	4 1%	3 1%	3 2%

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

QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Setting up a new online account	4	4	3	1	3	2	1	1	-	2	1	1	-	1	2	2	1	
	*	*	*	*	*	*	*	*	-	*	*	*	-	*	*	*	1%	
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	4	4	3	1	3	2	2	1	1	1	1	-	1	-	3	2	1	
	*	*	*	*	*	*	*	*	1%	*	*	-	1%	-	*	*	1%	
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	3	3	2	1	2	1	1	-	1	1	1	-	1	-	2	1	1	
	*	*	*	*	*	*	*	-	1%	*	*	-	1%	-	*	*	1%	
Getting permission to install new equipment (e.g. cables, satellite etc.)	2	2	1	1	1	-	1	-	1	-	-	-	-	1	2	1	1	
	*	*	*	*	*	-	*	-	1%	-	-	-	-	*	*	*	1%	
Paying a charge for not returning equipment	2	2	2	-	2	2	-	-	-	2	2	-	-	-	-	-	-	
	*	*	*	-	*	*	-	-	-	*	1%cl	-	-	-	-	-	-	
Anything else	25	25	15	10	22	12	11	10	1	11	2	9	5	5	14	13	3	
	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	1%	3%	3%	2%	2%	3%	2%	
None of these stood out as the main difficulty	73	73	47	26	64	38	30	23	7	34	15	19	7	19	39	32	9	
	6%	6%	7%	6%	7%	7%	7%	8%	5%	7%	7%	6%	5%	6%	6%	7%	6%	
NET: Process	82	82	57	25	71	46	36	27	9	35	19	16	11	14	47	38	11	
	7%	7%	8%	6%	7%	9%	8%	9%	6%	7%	9%	5%	8%	5%	8%	8%	7%	
Mean number of mentions	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
NET: ANY MAIN FACTOR	356	356	226	130	305	175	146	98	48	159	77	82	52	78	197	149	51	
	31%	31%	33%	29%	31%	33%	32%	33%	31%	31%	35%	28%	36%um	25%	32%	33%	32%	
NET: NO MAJOR FACTOR	673	673	392	281	581	300	271	173	98	310	127	183	81	200	363	265	92	
	59%	59%	58%	62%	60%	57%	60%	58%	64%	60%	57%	62%	57%	65%	59%	58%	58%	
Don't know/not sure	30	30	16	14	24	10	7	6	1	17	4	13	3	11	13	12	6	
	3%	3%	2%	3%	2%	2%	2%	2%	1%	3%	2%	4%eth	2%	4%	2%	3%	4%	

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

QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Resolving billing issue with your previous provider	56 5%	45 6%	25 6%	20 6%	42 6%	22 6%	17 6%	12 6%	5 5%	25 7%	10 6%	15 7%	8 9%	12 6%	20 5%	15 5%	3 3%
Getting a better deal with your previous provider	37 3%	25 3%	14 3%	11 4%	18 3%	7 2%	10 3%	6 3%	4 4%	8 2%	1 1%	7 3%	2 2%	9 4%	17 4%	13 4%	7 7%
Your previous provider trying to persuade you to stay	34 3%	21 3%	18 4% ^{ck}	3 1%	14 2%	11 3% ^{ck}	8 3%	6 3%	2 2%	6 2%	5 3% ^{ck}	1 *	2 2%	1 *	15 4%	13 4%	7 7%
Cancelling your previous service	32 3%	25 3%	18 4% ^{ch}	7 2%	23 4% ^h	16 5% ^{ch}	11 4% ^h	11 6% ^{ch}	-	12 3%	5 3%	7 3%	3 3%	4 2%	13 3%	13 4%	2 2%
Arranging the switch so that you had continuous access to your services	24 2%	20 3%	14 3%	6 2%	17 3%	11 3%	7 2%	4 2%	3 3%	10 3%	7 5%	3 1%	2 2%	4 2%	10 2%	7 2%	3 3%
Having new equipment installed/services set up by your new provider i.e. engineer visits	14 1%	8 1%	5 1%	3 1%	8 1%	5 1%	5 2%	3 2%	2 2%	3 1%	2 1%	1 *	2 2%	1 *	5 1%	3 1%	- -
Getting the switch to happen on the date you wanted	13 1%	9 1%	6 1%	3 1%	5 1%	2 1%	4 1%	2 1%	2 2%	1 *	- -	1 *	2 2%	1 *	8 2%	6 2%	4 4%
Arranging the switch so that you were not paying for your old and new services at the same time	13 1%	9 1%	6 1%	3 1%	9 1%	6 2%	5 2%	4 2%	1 1%	4 1%	2 1%	2 1%	- -	3 1%	5 1%	4 1%	- -
Paying a disconnection charge	13 1%	11 1%	6 1%	5 2%	10 2%	5 1%	6 2%	4 2%	2 2%	4 1%	1 1%	3 1%	- -	5 2%	7 2%	5 2%	1 1%
Finding time to research the market	11 1%	6 1%	4 1%	2 1%	4 1%	2 1%	1 *	- 1%	1 1%	3 1%	2 1%	1 *	- -	2 1%	3 1%	2 1%	2 2%
Paying the charge to exit your contract early	11 1%	9 1% ^d	4 1%	5 2% ^d	9 1% ^d	4 1% ^d	9 3% ^{abijk}	4 2% ^{ik}	5 5% ^{abdeijk}	- -	- -	- -	- -	5 2%	9 2%	4 1%	- -
Contacting your previous provider	11 1%	9 1%	5 1%	4 1%	9 1%	5 1%	1 *	- 1%	1 -	8 2% ^{dq}	5 3% ^{dn}	3 1%	2 2%	2 1%	1 *	- *	- -
Other devices/products you own not working with the new service	10 1%	5 1%	2 *	3 1%	5 1%	2 1%	1 *	1 1%	- -	4 1%	1 1%	3 1%	1 1%	2 1%	1 *	1 *	- -
Keeping/transferring your phone number	9 1%	7 1%	4 1%	3 1%	7 1%	4 1%	2 1%	1 1%	1 1%	5 1%	3 2%	2 1%	1 1%	2 1%	2 *	1 *	- -
Contacting your new provider	8 1%	7 1%	6 1%	1 *	3 *	2 1%	1 *	- -	1 1%	2 1%	2 1%	- -	- -	1 *	5 1%	4 1%	4 4%
Returning your previous provider's equipment	8 1%	4 1%	3 1%	1 *	4 1%	3 1%	3 1%	2 1%	1 1%	1 *	1 1%	- -	1 1%	- -	3 1%	2 1%	- -
Comparing what different providers are offering	6 1%	5 1%	2 *	3 1%	5 1%	2 1%	2 1%	1 1%	1 1%	3 1%	1 1%	2 1%	2 2%	1 *	2 *	1 *	- -
Understanding the relevant steps required to switch provider	6 1%	4 1%	3 1%	1 *	2 *	1 *	1 *	- -	1 1%	1 *	1 1%	- -	1 1%	- -	3 1%	2 1%	2 2%

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

QC2AA: And which, if any, of these was the main thing that caused you difficulty when you switched...?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Setting up a new online account	4	3	2	1	2	1	1	1	-	1	-	1	-	1	2	2	1
	*	*	*	*	*	*	*	1%	-	*	-	*	-	*	*	1%	1%
Paying an initial connection or other start-up fee, costs for a set top box to new provider etc.	4	4	3	1	3	2	2	1	1	1	1	-	1	-	3	2	1
	*	1%	1%	*	*	1%	1%	1%	1%	*	1%	-	1%	-	1%	1%	1%
Receiving and installing new equipment from your new provider yourself (or someone else in the household)	3	2	2	-	1	1	-	-	-	1	1	-	-	-	1	1	1
	*	*	*	-	*	*	-	-	-	*	1%	-	-	-	*	*	1%
Getting permission to install new equipment (e.g. cables, satellite etc.)	2	1	1	-	-	-	-	-	-	-	-	-	-	-	1	1	1
	*	*	*	-	-	-	-	-	-	-	-	-	-	-	*	*	1%
Paying a charge for not returning equipment	2	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-
	*	*	*	-	*	*	-	-	-	*	1%	-	-	-	-	-	-
Anything else	25	17	11	6	14	8	8	7	1	6	1	5	3	3	11	10	3
	2%	2%	2%	2%	2%	2%	3%	4%	1%	2%	1%	2%	3%	1%	3%	3%	3%
None of these stood out as the main difficulty	73	51	29	22	46	24	21	16	5	25	8	17	6	16	26	21	5
	6%	7%	6%	7%	7%	7%	7%	8%	5%	7%	5%	8%	7%	7%	6%	7%	5%
NET: Process	82	63	44	19	54	35	27	21	6	27	14	13	7	12	36	30	9
	7%	8%	10%	6%	8%	10%	9%	11%	6%	8%	9%	6%	8%	6%	9%	10%	8%
Mean number of mentions	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
NET: ANY MAIN FACTOR	356	257	165	92	215	123	105	70	35	110	53	57	33	59	147	112	42
	31%	34%	36% k	30%	33%	35%	35%	36%	32%	31%	34%	28%	36%	27%	36%	37%	39%
NET: NO MAJOR FACTOR	673	436	252	184	379	195	171	103	68	208	92	116	50	134	228	160	57
	59%	57%	56%	60%	58%	56%	57%	53%	63%	59%	60%	58%	54%	62%	56%	53%	53%
Don't know/not sure	30	19	8	11	16	5	4	4	-	12	1	11	3	8	7	7	3
	3%	2%	2%	4% h	2%	1%	1%	2%	-	3%	1%	5% abde/hj	3%	4%	2%	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
* small base

QC2AB Which, if any, of the following were reasons you felt the experience was difficult?

Base : All switchers who experienced difficulties contacting previous provider

	Total	LAST 2 YEAR SWITCHERS													Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)		
Unweighted Base	258	258	159	99	220	121	102	67	35	118	54	64	58	41	140	105	38		
Weighted Base	258	258	159	99*	220	121	102	67*	35*	118	54*	64*	58*	41*	140	105	38*		
Length of wait to speak to someone	152 59%	152 59%	89 56%	63 64%	132 60%	69 57%	58 57%	38 57%	20 57%	74 63%	31 57%	43 67%	34 59%	29 71%	78 56%	58 55%	20 53%		
It took multiple calls to resolve a query	134 52%	134 52%	72 45%	63%be	121 55%	59 49%	55 54%	34 51%	21 60%	66 56%	25 46%	41 64%be	40 69%	22 54%	68 49%	47 45%	13 34%		
Difficult getting to speak to right person	119 46%	119 46%	67 42%	52 53%	105 48%	53 44%	50 49%	33 49%	17 49%	55 47%	20 37%	35 55%	28 48%	24 59%	64 46%	47 45%	14 37%		
My instructions not being followed	66 26%	66 26%	37 23%	29 29%	58 26%	29 24%	26 25%	17 25%	9 26%	32 27%	12 22%	20 31%	17 29%	12 29%	34 24%	25 24%	8 21%		
They provided me with the wrong information	60 23%	60 23%	32 20%	28 28%	57 26%	29 24%	27 26%	16 24%	11 31%	30 25%	13 24%	17 27%	18 31%	10 24%	30 21%	19 18%	3 8%		
They didn't respond to emails	42 16%	42 16%	19 12%	23 23%be	38 17%	15 12%	15 15%	8 12%	7 20%	23 19%	7 13%	16 25%be	11 19%	12 29%	19 14%	12 11%	4 11%		
They were unable to help me	38 15%	38 15%	19 12%	19 19%	36 16%	17 14%	15 15%	9 13%	6 17%	21 18%	8 15%	13 20%	10 17%	9 22%	17 12%	11 10%	2 5%		
Other	22 9%	22 9%	14 9%	8 8%	19 9%	11 9%	7 7%	6 9%	1 3%	12 10%	5 9%	7 11%	5 9%	3 7%	10 7%	9 9%	3 8%		
Don't know/don't recall	7 3%	7 3%	5 3%	2 2%	6 3%	4 3%	5 5%	3 4%	2 6%	1 1%	1 2%	-	-	2 5%	6 4%	4 4%	1 3%		
Missing	1 *	1 *	1 1%	-	1 *	1 1%	-	-	-	1 1%	1 2%	-	-	-	-	-	-		

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

QC2AB Which, if any, of the following were reasons you felt the experience was difficult?

Base : All switchers who experienced difficulties contacting previous provider

	Total	LAST 12 MONTH SWITCHERS															
		Switcher Sample groups										Cancel		PAY TV			
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	258	180	107	73	157	84	73	48	25	84	36	48	43	30	96	71	23
Weighted Base	258	180	107	73*	157	84*	73*	48*	25**	84*	36*	48*	43*	30*	96*	71*	23**
Length of wait to speak to someone	152 59%	106 59%	62 58%	44 60%	93 59%	49 58%	39 53%	27 56%	12 48%	54 64%	22 61%	32 67%	23 53%	21 70%	52 54%	40 56%	13 57%
It took multiple calls to resolve a query	134 52%	97 54%	50 47%	47 64% b	90 57%	43 51%	40 55%	24 50%	16 64%	50 60%	19 53%	31 65% b	28 65%	19 63%	47 49%	31 44%	7 30%
Difficult getting to speak to right person	119 46%	88 49%	53 50%	35 48%	80 51%	45 54%	36 49%	26 54%	10 40%	44 52%	19 53%	25 52%	17 40%	18 60%	44 46%	34 48%	8 35%
My instructions not being followed	66 26%	45 25%	25 23%	20 27%	39 25%	19 23%	14 19%	10 21%	4 16%	25 30%	9 25%	16 33%	11 26%	9 30%	20 21%	16 23%	6 26%
They provided me with the wrong information	60 23%	50 28%	26 24%	24 33%	48 31%	24 29%	20 27%	12 25%	8 32%	28 33%	12 33%	16 33%	14 33%	10 33%	22 23%	14 20%	2 9%
They didn't respond to emails	42 16%	26 14%	12 11%	14 19%	25 16%	11 13%	8 11%	5 10%	3 12%	17 20%	6 17%	11 23%	6 14%	8 27%	9 9%	6 8%	1 4%
They were unable to help me	38 15%	29 16%	13 12%	16 22%	28 18%	12 14%	10 14%	6 13%	4 16%	18 21%	6 17%	12 25% b	7 16%	9 30%	11 11%	7 10%	1 4%
Other	22 9%	15 8%	9 8%	6 8%	14 9%	8 10%	6 8%	5 10%	1 4%	8 10%	3 8%	5 10%	4 9%	2 7%	7 7%	6 8%	1 4%
Don't know/don't recall	7 3%	5 3%	4 4%	1 1%	4 3%	3 4%	3 4%	2 4%	1 4%	1 1%	1 3%	-	-	1 3%	4 4%	3 4%	1 4%
Missing	1 *	1 1%	1 1%	-	1 1%	1 1%	-	-	-	1 1%	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
* small base; ** very small base (under 30) ineligible for sig testing

QC2AC Which, if any, of the following were reasons you felt the experience was difficult?

Base : All switchers who experienced difficulties contacting new provider

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	169	119	50	137	87	59	44	15	78	43	35	19	31	91	76	32	
Weighted Base	169	119	50*	137	87*	59*	44*	15**	78*	43*	35*	19**	31*	91*	76*	32*	
Length of wait to speak to someone	82 49%	57 48%	25 50%	65 47%	40 46%	28 47%	21 48%	7 47%	37 47%	19 44%	18 51%	12 63%	13 42%	45 49%	38 50%	17 53%	
Difficult getting to speak to right person	65 38%	46 39%	19 38%	54 39%	35 40%	22 37%	18 41%	4 27%	32 41%	17 40%	15 43%	4 21%	15 48%	33 36%	29 38%	11 34%	
It took multiple calls to resolve a query	65 38%	41 34%	24 48%	54 39%	30 34%	24 41%	16 36%	8 53%	30 38%	14 33%	16 46%	7 37%	17 55%	35 38%	27 36%	11 34%	
They provided me with the wrong information	23 14%	15 13%	8 16%	21 15%	13 15%	7 12%	5 11%	2 13%	14 18%	8 19%	6 17%	1 5%	7 23%	9 10%	7 9%	2 6%	
My instructions not being followed	20 12%	14 12%	6 12%	13 9%	7 8%	9 15%	5 11%	4 27%	4 5%	2 5%	2 6%	-	6 19%	16 18%	12 16%	7 22%	
They were unable to help me	19 11%	12 10%	7 14%	17 12%	10 11%	10 17%	8 18%	2 13%	7 9%	2 5%	5 14%	1 5%	6 19%	12 13%	10 13%	2 6%	
They didn't respond to emails	8 5%	5 4%	3 6%	6 4%	3 3%	4 7%	2 5%	2 13%	2 3%	1 2%	3 3%	1 5%	2 6%	6 7%	4 5%	2 6%	
Other	13 8%	8 7%	5 10%	12 9%	7 8%	6 10%	5 11%	1 7%	6 8%	2 5%	4 11%	2 11%	3 10%	7 8%	6 8%	1 3%	
Don't know/don't recall	18 11%	12 10%	6 12%	16 12%	10 11%	6 10%	4 9%	2 13%	10 13%	6 14%	4 11%	3 16%	3 10%	8 9%	6 8%	2 6%	
Mean number of reasons	0.86	0.82	0.98	0.91	0.86	0.93	0.86	1.13	0.88	0.86	0.91	0.89	1.03	0.85	0.79	0.69	
Standard Deviation	1.38	1.26	1.66	1.45	1.33	1.47	1.49	1.46	1.45	1.17	1.76	1.29	1.87	1.33	1.31	1.03	
Mean number of reasons (Excl 0s)	2.15	1.94	2.72	2.34	2.14	2.39	2.53	2.13	2.30	1.85	3.20	1.89	3.56	2.03	2.00	1.47	
Standard Deviation	1.42	1.25	1.71	1.45	1.29	1.44	1.51	1.36	1.49	1.04	1.87	1.27	1.74	1.37	1.39	1.06	

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

QC2AC Which, if any, of the following were reasons you felt the experience was difficult?

Base : All switchers who experienced difficulties contacting new provider

	Total	LAST 12 MONTH SWITCHERS															
		Switcher Sample groups										Cancel		PAY TV			
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	169	116	81	35	90	55	34	25	9	56	30	26	11	24	60	51	26
Weighted Base	169	116	81*	35*	90*	55*	34*	25**	9**	56*	30*	26**	11**	24**	60*	51*	26**
Length of wait to speak to someone	82 49%	52 45%	36 44%	16 46%	36 40%	20 36%	14 41%	10 40%	4 44%	22 39%	10 33%	12 46%	6 55%	10 42%	30 50%	26 51%	16 62%
Difficult getting to speak to right person	65 38%	47 41%	34 42%	13 37%	38 42%	25 45%	14 41%	12 48%	2 22%	24 43%	13 43%	11 42%	1 9%	12 50%	23 38%	21 41%	9 35%
It took multiple calls to resolve a query	65 38%	45 39%	29 36%	16 46%	38 42%	22 40%	17 50%	12 48%	5 56%	21 38%	10 33%	11 42%	4 36%	12 50%	24 40%	19 37%	7 27%
They provided me with the wrong information	23 14%	17 15%	12 15%	5 14%	15 17%	10 18%	3 9%	2 8%	1 11%	12 21%	8 27%	4 15%	1 9%	4 17%	5 8%	4 8%	2 8%
My instructions not being followed	20 12%	13 11%	10 12%	3 9%	8 9%	5 9%	5 15%	4 16%	1 11%	3 5%	1 3%	2 8%	- -	3 13%	10 17%	9 18%	5 19%
They were unable to help me	19 11%	16 14%	9 11%	7 20%	15 17%	8 15%	8 24%	6 24%	2 22%	7 13%	2 7%	5 19%	1 9%	6 25%	9 15%	7 14%	1 4%
They didn't respond to emails	8 5%	5 4%	4 5%	1 3%	3 3%	2 4%	1 3%	1 4%	- -	2 4%	1 3%	1 4%	- -	1 4%	3 5%	3 6%	2 8%
Other	13 8%	8 7%	4 5%	4 11%	8 9%	4 7%	4 12%	3 12%	1 11%	4 7%	1 3%	3 12%	1 9%	3 13%	4 7%	3 6%	- -
Don't know/don't recall	18 11%	13 11%	9 11%	4 11%	11 12%	7 13%	3 9%	2 8%	1 11%	8 14%	5 17%	3 12%	2 18%	2 8%	5 8%	4 8%	2 8%
Mean number of reasons	0.86	0.94	0.88	1.09	1.00	0.95	1.03	1.00	1.11	0.98	0.90	1.08	0.55	1.33	0.90	0.86	0.73
Standard Deviation	1.38	1.48	1.35	1.76	1.57	1.46	1.53	1.68	1.05	1.61	1.27	1.96	0.69	2.04	1.36	1.41	1.12
Mean number of reasons (Excl 0s)	2.15	2.27	2.09	2.71	2.50	2.36	2.33	2.78	1.67	2.62	2.08	3.50	1.20	3.56	2.00	2.10	1.58
Standard Deviation	1.42	1.51	1.36	1.82	1.56	1.40	1.50	1.72	0.82	1.63	1.12	2.00	0.45	1.74	1.39	1.51	1.16

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

QC2AG Which, if any, of the following did you experience difficulty with?

Base : All switchers who experienced difficulties having new equipment installed by new provider

	Total	LAST 2 YEAR SWITCHERS													Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)		
Unweighted Base	166	166	130	36	134	98	69	54	15	65	44	21	19	17	101	86	32		
Weighted Base	166	166	130	36*	134	98*	69*	54*	15**	65*	44*	21**	19**	17**	101	86*	32*		
Telephone line/ connection outside the home	36 22%	36 22%	29 22%	7 19%	32 24%	25 26%	13 19%	11 20%	2 13%	19 29%	14 32%	5 24%	3 16%	4 24%	17 17%	15 17%	4 13%		
Engineer not being able to fix/install some /all of service(s)	34 20%	34 20%	28 22%	6 17%	28 21%	22 22%	16 23%	13 24%	3 20%	12 18%	9 20%	3 14%	5 26%	1 6%	22 22%	19 22%	6 19%		
Telephone line/ connection inside home	30 18%	30 18%	24 18%	6 17%	26 19%	20 20%	18 26% <u>d</u>	15 28% <u>d</u>	3 20%	8 12%	5 11%	3 14%	4 21%	2 12%	22 22%	19 22%	4 13%		
Broadband/Wi-Fi router/ modem	28 17%	28 17%	20 15%	8 22%	20 15%	12 12%	12 17%	8 15%	4 27%	8 12%	4 9%	4 19%	4 21%	4 24%	20 20%	16 19%	8 25%		
Engineer being late	26 16%	26 16%	22 17%	4 11%	21 16%	17 17%	11 16%	8 15%	3 20%	10 15%	9 20%	1 5%	3 16%	1 6%	16 16%	13 15%	5 16%		
Satellite dish/ Cable equipment	16 10%	16 10%	13 10%	3 8%	13 10%	10 10%	11 16% <u>d</u>	9 17% <u>d</u>	2 13%	2 3%	1 2%	1 5%	3 16%	-	14 14%	12 14%	3 9%		
Engineer not turning up	16 10%	16 10%	13 10%	3 8%	12 9%	9 9%	3 4%	3 6%	-	9 14%	6 14%	3 14%	3 16%	-	7 7%	7 8%	4 13%		
TV set top box	10 6%	10 6%	5 4%	5 14% <u>be</u>	7 5%	2 2%	4 6%	2 4%	2 13%	3 5%	-	3 14%	1 5%	4 24%	7 7%	5 6%	3 9%		
Other	18 11%	18 11%	14 11%	4 11%	16 12%	12 12%	10 14%	8 15%	2 13%	6 9%	4 9%	2 10%	2 11%	2 12%	12 12%	10 12%	2 6%		
Don't know/don't recall	18 11%	18 11%	14 11%	4 11%	15 11%	11 11%	5 7%	5 9%	-	10 15%	6 14%	4 19%	2 11%	2 12%	8 8%	8 9%	3 9%		
Missing	2 1%	2 1%	1 1%	1 3%	2 1%	1 1%	-	-	-	2 3%	1 2%	1 5%	-	1 6%	-	-	-		
Mean number of difficulties	0.71	0.71	0.67	0.86	0.68	0.61	0.67	0.43	1.53	0.69	0.84	0.38	0.58	1.18	0.72	0.58	0.84		
Standard Deviation	1.28	1.28	1.24	1.46	1.21	1.11	1.28	1.00	1.77	1.14	1.20	0.97	1.12	1.74	1.37	1.25	1.57		
Mean number of difficulties (Excl 0s)	2.00	2.00	1.89	2.38	1.94	1.76	2.00	1.64	2.56	1.88	1.85	2.00	1.83	2.86	2.09	1.92	2.25		
Standard Deviation	1.44	1.44	1.42	1.50	1.33	1.23	1.51	1.39	1.59	1.15	1.14	1.41	1.33	1.57	1.62	1.62	1.86		

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

QC2AG Which, if any, of the following did you experience difficulty with?

Base : All switchers who experienced difficulties having new equipment installed by new provider

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple CPS & SAPTV CPS		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	166	105	83	22	86	64	48	37	11	38	27	11	10	12	67	56	19
Weighted Base	166	105	83*	22**	86*	64*	48*	37*	11**	38*	27**	11**	10**	12**	67*	56*	19**
Telephone line/ connection outside the home	36 22%	25 24%	19 23%	6 27%	24 28%	18 28%	10 21%	8 22%	2 18%	14 37%	10 37%	4 36%	2 20%	4 33%	11 16%	9 16%	1 5%
Engineer not being able to fix/install some /all of service(s)	34 20%	23 22%	20 24%	3 14%	17 20%	14 22%	8 17%	6 16%	2 18%	9 24%	8 30%	1 9%	2 20%	1 8%	14 21%	12 21%	6 32%
Telephone line/ connection inside home	30 18%	20 19%	15 18%	5 23%	18 21%	13 20%	12 25%	9 24%	3 27%	6 16%	4 15%	2 18%	3 30%	2 17%	14 21%	11 20%	2 11%
Broadband/Wi-Fi router/ modem	28 17%	18 17%	12 14%	6 27%	13 15%	7 11%	10 21%	6 16%	4 36%	3 8%	1 4%	2 18%	3 30%	3 25%	15 22%	11 20%	5 26%
Engineer being late	26 16%	16 15%	15 18%	1 5%	13 15%	12 19%	7 15%	6 16%	1 9%	6 16%	6 22%	- -	- -	1 8%	10 15%	9 16%	3 16%
Satellite dish/ Cable equipment	16 10%	5 5%	5 6%	- -	5 6%	5 8%	4 8%	4 11%	- -	1 3%	1 4%	- -	- -	- -	4 6%	4 7%	- -
Engineer not turning up	16 10%	10 10%	9 11%	1 5%	6 7%	5 8%	2 4%	2 5%	- -	4 11%	3 11%	1 9%	1 10%	- -	6 9%	6 11%	4 21%
TV set top box	10 6%	5 5%	1 1%	4 18%	4 5%	- -	2 4%	- -	2 18%	2 5%	- -	2 18%	1 10%	3 25%	3 4%	1 2%	1 5%
Other	18 11%	12 11%	10 12%	2 9%	12 14%	10 16%	8 17%	7 19%	1 9%	4 11%	3 11%	1 9%	2 20%	- -	8 12%	7 13%	- -
Don't know/don't recall	18 11%	12 11%	10 12%	2 9%	9 10%	7 11%	4 8%	4 11%	- -	5 13%	3 11%	2 18%	1 10%	1 8%	7 10%	7 13%	3 16%
Missing	2 1%	1 1%	1 1%	- -	1 1%	1 2%	- -	- -	- -	1 3%	1 4%	- -	- -	- -	- -	- -	- -
Mean number of difficulties	0.71	0.70g	0.66	0.82	0.59	0.52	0.48	0.24	1.27	0.74g	0.89	0.36	0.30	1.25	0.67	0.55	1.16
Standard Deviation	1.28	1.28	1.28	1.30	1.08	0.99	0.97	0.49	1.62	1.20	1.34	0.67	0.48	1.60	1.33	1.25	1.92
Mean number of difficulties (Excl 0s)	2.00	1.97	1.96	2.00	1.76	1.65	1.64	1.13	2.33	1.87	2.00	1.33	1.00	2.50	2.05	1.94	2.75
Standard Deviation	1.44	1.46	1.53	1.32	1.18	1.14	1.15	0.35	1.51	1.25	1.35	0.58	0.00	1.38	1.62	1.69	2.12

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

QC3 While considering switching your provider(s) did you...?
Compare what different providers were offering

Base : All who decided to not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT no negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Yes	645	645	436	209	-	-	-
	92%	92%	94%	90%	-	-	-
No	54	54	30	24	-	-	-
	8%	8%	6%	10%	-	-	-

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

QC3 While considering switching your provider(s) did you...?
Find out what you need to do in order to switch

Base : All who decided to not to switch

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	466	233	-	-	-
Weighted Base	699	466	233
Yes	453	316	137	-	-	-
	65%	68% ^c	59%	-	-	-
No	246	150	96	-	-	-
	35%	32%	41% ^b	-	-	-

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

QC3 While considering switching your provider(s) did you...?
Contact your current provider

Base : All who decided to not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Yes	444	444	375	69	-	-	-
	64%	64% ^c	80% ^{ac}	30%	-	-	-
No	255	255	91	164	-	-	-
	36%	36% ^b	20%	70% ^{ab}	-	-	-

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

QC3 While considering switching your provider(s) did you...?
Contact any potential new provider(s)

Base : All who decided to not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Yes	283	283	207	76	-	-	-
	40%	40% ^c	44% ^c	33%	-	-	-
No	416	416	259	157	-	-	-
	60%	60%	56%	67% ^{a,b}	-	-	-

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

QC3 While considering switching your provider(s) did you...?
Experience your current provider trying to persuade you to stay

Base : All who decided to not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Yes	377	377	333	44	-	-	-
	54%	54% ^c	71% ^{ac}	19%	-	-	-
No	322	322	133	189	-	-	-
	46%	46% ^b	29%	81% ^{ab}	-	-	-

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

QC3 While considering switching your provider(s) did you...?
Try to negotiate a better deal with your current provider

Base : All who decided to not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Yes	444	444	385	59	-	-	-
	64%	64% ^c	83% ^{ac}	25%	-	-	-
No	255	255	81	174	-	-	-
	36%	36% ^b	17%	75% ^{ab}	-	-	-

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

QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - MAJOR FACTORS

Base : All who decided to not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
I negotiated/accepted a deal with my current provider	350	350	350	-	-	-	-
	50%	50% cc	75% ac	-	-	-	-
Current provider is still the best deal/cheapest	328	328	262	66	-	-	-
	47%	47% cc	56% ac	28%	-	-	-
There wasn't enough difference in cost for it to be worth switching	292	292	218	74	-	-	-
	42%	42% cc	47% ac	32%	-	-	-
Current provider has the best quality of service	279	279	225	54	-	-	-
	40%	40% cc	48% ac	23%	-	-	-
Worried service wouldn't be as good with a new provider	273	273	193	80	-	-	-
	39%	39%	41%	34%	-	-	-
Prefer to stay with trusted/ known provider	259	259	204	55	-	-	-
	37%	37% cc	44% ac	24%	-	-	-
Didn't want to pay the initial connection/ other start-up fees e.g. costs set top box etc.	202	202	150	52	-	-	-
	29%	29%	32% cc	22%	-	-	-
I was worried about being without the Broadband service(s) during the switch	177	177	117	60	-	-	-
	25%	25%	25%	26%	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	176	176	126	50	-	-	-
	25%	25%	27%	21%	-	-	-
Concern about arranging for the old and new services to start and stop at the right time	162	162	110	52	-	-	-
	23%	23%	24%	22%	-	-	-
Didn't want to lose specific benefits or stored content, e.g. film programmes or specific channels which came with previous package	157	157	108	49	-	-	-
	22%	22%	23%	21%	-	-	-
Did not want to lose my phone number	147	147	107	40	-	-	-
	21%	21%	23%	17%	-	-	-
Didn't want to pay the disconnection charge	140	140	96	44	-	-	-
	20%	20%	21%	19%	-	-	-
Lack of choice	139	139	90	49	-	-	-
	20%	20%	19%	21%	-	-	-
It's too time consuming to go through the process of switching from one provider to another	138	138	92	46	-	-	-
	20%	20%	20%	20%	-	-	-
Hassle to set up a new online account	133	133	90	43	-	-	-
	19%	19%	19%	18%	-	-	-

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

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - MAJOR FACTORS

Base : All who decided to not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233	..**	..**	..**
I was still in a contract so couldn't leave/would need to pay to leave	124 18%	124 18%	91 20%	33 14%	-	-	-
Hassle of needing to contact more than one provider (i.e. previous provider(s) or new provider(s))	119 17%	119 17%	79 17%	40 17%	-	-	-
Did not want to have to install new equipment myself	113 16%	113 16%	86 18%	27 12%	-	-	-
I was worried I might have to pay two providers at the same time	112 16%	112 16%	83 18%	29 12%	-	-	-
Did not want to have to get engineer in to install the new equipment/service(s)	107 15%	107 15%	80 17%	27 12%	-	-	-
Difficulty comparing what other providers were offering	97 14%	97 14%	63 14%	34 15%	-	-	-
I was worried about being without the Landline phone service(s) during the switch	94 13%	94 13%	70 15%	24 10%	-	-	-
Difficulty cancelling my service	88 13%	88 13%	62 13%	26 11%	-	-	-
Other devices/products I own not working with new service	82 12%	82 12%	63 14%	19 8%	-	-	-
Bad experience when switching my communication services previously	77 11%	77 11%	58 12%	19 8%	-	-	-
Didn't want to have to learn to use a new service	76 11%	76 11%	59 13%	17 7%	-	-	-
Bad experience switching other services previously	68 10%	68 10%	52 11%	16 7%	-	-	-
Difficulty when contacting potential new provider(s)	67 10%	67 10%	53 11%	14 6%	-	-	-
Would take too long to research the market	66 9%	66 9%	48 10%	18 8%	-	-	-
Not knowing what to do to switch	63 9%	63 9%	43 9%	20 9%	-	-	-
Difficulty when contacting my current provider	61 9%	61 9%	44 9%	17 7%	-	-	-

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

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - MAJOR FACTORS

Base : All who decided to not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233	..*	..*	..*
Could not get permission to install new equipment where I live, e.g. cables, satellite, etc.	55 8%	55 8%	39 8%	16 7%	-	-	-
Having to return provider's equipment	52 7%	52 7%	39 8%	13 6%	-	-	-
I was worried about being without the Pay TV service(s) during the switch	48 7%	48 7%	39 8% ^{ac}	9 4%	-	-	-
Anything else	76 11%	76 11%	50 11%	26 11%	-	-	-
NET: Process	318 45%	318 45%	218 47%	100 43%	-	-	-
Mean number of mentions	2.1	2.1	2.2	2.0	0.0	0.0	0.0
Any MAJOR factor	670 96%	670 96% ^{ac}	458 98% ^{ac}	212 91%	-	-	-
None	29 4%	29 4% ^{ab}	8 2%	21 9% ^{ab}	-	-	-
Mean number of MAJOR factors	7.15	7.15 ^{ac}	6.02 ^{ac}	5.40	-	-	-
Standard Deviation	5.77	5.77	6.00	4.82	-	-	-
Median (Incl 0s)	5	5	6	4	-	-	-
Mean number of MAJOR factors (Excl 0s)	7.46	7.46 ^{ac}	6.16 ^{ac}	5.93	-	-	-
Standard Deviation	5.69	5.69	5.96	4.73	-	-	-
Median (Excl 0s)	5	5	6	4	-	-	-

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

QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - MINOR FACTORS

Base : All who decided to not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Prefer to stay with trusted/ known provider	282 40%	282 40%	197 42%	85 36%	-	-	-
It's too time consuming to go through the process of switching from one provider to another	262 37%	262 37%	187 40% uc	75 32%	-	-	-
Difficulty comparing what other providers were offering	253 36%	253 36%	170 36%	83 36%	-	-	-
Concern about arranging for the old and new services to start and stop at the right time	248 35%	248 35%	172 37%	76 33%	-	-	-
Hassle of needing to contact more than one provider (i.e. previous provider(s) or new provider(s))	244 35%	244 35%	175 38% uc	69 30%	-	-	-
Worried service wouldn't be as good with a new provider	243 35%	243 35%	168 36%	75 32%	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	240 34%	240 34% uc	177 38% uc	63 27%	-	-	-
Current provider has the best quality of service	231 33%	231 33%	156 33%	75 32%	-	-	-
Didn't want to pay the initial connection/ other start-up fees e.g. costs set top box etc.	223 32%	223 32%	153 33%	70 30%	-	-	-
Hassle to set up a new online account	208 30%	208 30%	151 32% uc	57 24%	-	-	-
There wasn't enough difference in cost for it to be worth switching	208 30%	208 30%	151 32% uc	57 24%	-	-	-
Lack of choice	202 29%	202 29% uc	151 32% uc	51 22%	-	-	-
Would take too long to research the market	194 28%	194 28%	140 30%	54 23%	-	-	-
Current provider is still the best deal/ cheapest	191 27%	191 27%	127 27%	64 27%	-	-	-
Didn't want to have to learn to use a new service	186 27%	186 27%	136 29% uc	50 21%	-	-	-
Did not want to have to get engineer in to install the new equipment/service(s)	171 24%	171 24%	123 26%	48 21%	-	-	-

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

QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - MINOR FACTORS

Base : All who decided to not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233	..**	..**	..**
I was worried I might have to pay two providers at the same time	169 24%	169 24%	112 24%	57 24%	-	-	-
Did not want to have to install new equipment myself	167 24%	167 24%	117 25%	50 21%	-	-	-
Difficulty cancelling my service	165 24%	165 24%	120 26%	45 19%	-	-	-
Didn't want to lose specific benefits or stored content, e.g. film programmes or specific channels which came with previous package	162 23%	162 23% ac	124 27% ac	38 16%	-	-	-
Not knowing what to do to switch	160 23%	160 23%	114 24%	46 20%	-	-	-
I was worried about being without the Broadband service(s) during the switch	154 22%	154 22%	107 23%	47 20%	-	-	-
Difficulty when contacting potential new provider(s)	148 21%	148 21%	112 24% ac	36 15%	-	-	-
Didn't want to pay the disconnection charge	148 21%	148 21%	106 23%	42 18%	-	-	-
Other devices/products I own not working with new service	145 21%	145 21%	108 23% ac	37 16%	-	-	-
Bad experience switching other services previously	142 20%	142 20% ac	113 24% ac	29 12%	-	-	-
Difficulty when contacting my current provider	133 19%	133 19%	96 21%	37 16%	-	-	-
Did not want to lose my phone number	132 19%	132 19%	91 20%	41 18%	-	-	-
Having to return provider's equipment	129 18%	129 18%	99 21% ac	30 13%	-	-	-
I was worried about being without the Landline phone service(s) during the switch	122 17%	122 17%	88 19%	34 15%	-	-	-
I negotiated/accepted a deal with my current provider	116 17%	116 17% ac	116 25% ac	-	-	-	-
I was still in a contract so couldn't leave/would need to pay to leave	111 16%	111 16% ac	92 20% ac	19 8%	-	-	-

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

QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - MINOR FACTORS

Base : All who decided to not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233	..*	..*	..*
I was worried about being without the Pay TV service(s) during the switch	110 16%	110 16%	81 17%	29 12%	-	-	-
Bad experience when switching my communication services previously	106 15%	106 15%	78 17%	28 12%	-	-	-
Could not get permission to install new equipment where I live, e.g. cables, satellite, etc.	52 7%	52 7%	39 8%	13 6%	-	-	-
Anything else	8 1%	8 1%	5 1%	3 1%	-	-	-
NET: Process	485 69%	485 69%	331 71%	154 66%	-	-	-
Mean number of mentions	2.0	2.0	2.1	1.9	0.0	0.0	0.0
Any MINOR factor	668 96%	668 96% ^a	454 97% ^a	214 92%	-	-	-
None	31 4%	31 4%	12 3%	19 8% ^{a,b}	-	-	-
Mean number of MINOR factors	8.82	8.82 ^a	9.58 ^{a,c}	7.35	-	-	-
Standard Deviation	5.86	5.86	6.22	4.74	-	-	-
Median (Incl 0s)	8	8	9	7	-	-	-
Mean number of MINOR factors (Excl 0s)	9.23	9.23 ^a	9.61 ^a	8.00	-	-	-
Standard Deviation	5.67	5.67	6.11	4.39	-	-	-
Median (Excl 0s)	8	8	8	7	-	-	-

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

QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - NOT A FACTOR

Base : All who decided to not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233	..*	..*	..*
Could not get permission to install new equipment where I live, e.g. cables, satellite, etc.	592 85%	592 85%	388 83%	204 88%	-	-	-
Bad experience when switching my communication services previously	516 74%	516 74%	330 71%	186 80% ^{ab}	-	-	-
Difficulty when contacting my current provider	505 72%	505 72%	326 70%	179 77%	-	-	-
Bad experience switching other services previously	489 70%	489 70%	301 65%	188 81% ^{ab}	-	-	-
Difficulty when contacting potential new provider(s)	484 69%	484 69%	301 65%	183 79% ^{ab}	-	-	-
Not knowing what to do to switch	476 68%	476 68%	309 66%	167 72%	-	-	-
Other devices/products I own not working with new service	472 68%	472 68%	295 63%	177 76% ^{ab}	-	-	-
I was still in a contract so couldn't leave/would need to pay to leave	464 66%	464 66% ^{ab}	283 61%	181 78% ^{ab}	-	-	-
Having to return provider's equipment	463 66%	463 66%	295 63%	168 72% ^{ab}	-	-	-
Difficulty cancelling my service	446 64%	446 64%	284 61%	162 70% ^{ab}	-	-	-
Would take too long to research the market	439 63%	439 63%	278 60%	161 69% ^{ab}	-	-	-
Didn't want to have to learn to use a new service	437 63%	437 63%	271 58%	166 71% ^{ab}	-	-	-
Did not want to have to get engineer in to install the new equipment/service(s)	421 60%	421 60%	263 56%	158 68% ^{ab}	-	-	-
Did not want to have to install new equipment myself	419 60%	419 60%	263 56%	156 67% ^{ab}	-	-	-
I was worried I might have to pay two providers at the same time	418 60%	418 60%	271 58%	147 63%	-	-	-
Didn't want to pay the disconnection charge	411 59%	411 59%	264 57%	147 63%	-	-	-

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

QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - NOT A FACTOR

Base : All who decided to not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233	..**	..**	..**
Didn't want to lose specific benefits or stored content, e.g. film programmes or specific channels which came with previous package	380 54%	380 54%	234 50%	146 63%ab	-	-	-
Lack of choice	358 51%	358 51%	225 48%	133 57%ab	-	-	-
Hassle to set up a new online account	358 51%	358 51%	225 48%	133 57%ab	-	-	-
Difficulty comparing what other providers were offering	349 50%	349 50%	233 50%	116 50%	-	-	-
Hassle of needing to contact more than one provider (i.e. previous provider(s) or new provider(s))	336 48%	336 48%	212 45%	124 53%	-	-	-
I was worried about being without the Landline phone service(s) during the switch	321 46%	321 46%	206 44%	115 49%	-	-	-
It's too time consuming to go through the process of switching from one provider to another	299 43%	299 43%	187 40%	112 46%ab	-	-	-
Concern about arranging for the old and new services to start and stop at the right time	289 41%	289 41%	184 39%	105 45%	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	283 40%	283 40%	163 35%	120 52%ab	-	-	-
Didn't want to pay the initial connection/ other start-up fees e.g. costs set top box etc.	274 39%	274 39%	163 35%	111 46%ab	-	-	-
Did not want to lose my phone number	258 37%	258 37%	166 36%	92 39%	-	-	-
I negotiated/accepted a deal with my current provider	233 33%	233 33%ab	-	233 100%ab	-	-	-
I was worried about being without the Broadband service(s) during the switch	205 29%	205 29%	134 29%	71 30%	-	-	-
I was worried about being without the Pay TV service(s) during the switch	201 29%	201 29%	136 29%	65 28%	-	-	-

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

QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - NOT A FACTOR

Base : All who decided to not to switch

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	466	233	-	-	-
Weighted Base	699	466	233
There wasn't enough difference in cost for it to be worth switching	199 28%	97 21%	102 44% ^{ab}	-	-	-
Current provider has the best quality of service	189 27%	85 18%	104 45% ^{ab}	-	-	-
Worried service wouldn't be as good with a new provider	183 26%	105 23%	78 33% ^{ab}	-	-	-
Current provider is still the best deal/ cheapest	180 26%	77 17%	103 44% ^{ab}	-	-	-
Prefer to stay with trusted/ known provider	158 23%	65 14%	93 40% ^{ab}	-	-	-
Anything else	-	-	-	-	-	-
None	17 2%	17 4% ^c	-	-	-	-

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

QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - MAJOR/MINOR FACTORS

Base : All who decided to not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Prefer to stay with trusted/ known provider	541 77%	541 77% ac	401 86% ac	140 60%	-	-	-
Current provider is still the best deal/ cheapest	519 74%	519 74% ac	389 83% ac	130 56%	-	-	-
Worried service wouldn't be as good with a new provider	516 74%	516 74% ac	361 77% ac	155 67%	-	-	-
Current provider has the best quality of service	510 73%	510 73% ac	381 82% ac	129 55%	-	-	-
There wasn't enough difference in cost for it to be worth switching	500 72%	500 72% ac	369 79% ac	131 56%	-	-	-
I negotiated/accepted a deal with my current provider	466 67%	466 67% ac	466 100% ac	-	-	-	-
Didn't want to pay the initial connection/ other start-up fees e.g. costs set top box etc.	425 61%	425 61% ac	303 65% ac	122 52%	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	416 60%	416 60% ac	303 65% ac	113 48%	-	-	-
Concern about arranging for the old and new services to start and stop at the right time	410 59%	410 59%	282 61%	128 55%	-	-	-
It's too time consuming to go through the process of switching from one provider to another	400 57%	400 57%	279 60% ac	121 52%	-	-	-
Hassle of needing to contact more than one provider (i.e. previous provider(s) or new provider(s))	363 52%	363 52%	254 55%	109 47%	-	-	-
Difficulty comparing what other providers were offering	350 50%	350 50%	233 50%	117 50%	-	-	-
Hassle to set up a new online account	341 49%	341 49%	241 52% ac	100 43%	-	-	-
Lack of choice	341 49%	341 49%	241 52% ac	100 43%	-	-	-
I was worried about being without the Broadband service(s) during the switch	331 47%	331 47%	224 48%	107 46%	-	-	-

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

QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - MAJOR/MINOR FACTORS

Base : All who decided to not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233	..*	..*	..*
Didn't want to lose specific benefits or stored content, e.g. film programmes or specific channels which came with previous package	319 46%	319 46%	232 50%	87 37%	-	-	-
Didn't want to pay the disconnection charge	288 41%	288 41%	202 43%	86 37%	-	-	-
I was worried I might have to pay two providers at the same time	281 40%	281 40%	195 42%	86 37%	-	-	-
Did not want to have to install new equipment myself	280 40%	280 40%	203 44%	77 33%	-	-	-
Did not want to lose my phone number	279 40%	279 40%	198 42%	81 35%	-	-	-
Did not want to have to get engineer in to install the new equipment/service(s)	278 40%	278 40%	203 44%	75 32%	-	-	-
Didn't want to have to learn to use a new service	262 37%	262 37%	195 42%	67 29%	-	-	-
Would take too long to research the market	260 37%	260 37%	188 40%	72 31%	-	-	-
Difficulty cancelling my service	253 36%	253 36%	182 39%	71 30%	-	-	-
I was still in a contract so couldn't leave/would need to pay to leave	235 34%	235 34%	183 39%	52 22%	-	-	-
Other devices/products I own not working with new service	227 32%	227 32%	171 37%	56 24%	-	-	-
Not knowing what to do to switch	223 32%	223 32%	157 34%	66 28%	-	-	-
I was worried about being without the Landline phone service(s) during the switch	216 31%	216 31%	158 34%	58 25%	-	-	-
Difficulty when contacting potential new provider(s)	215 31%	215 31%	165 35%	50 21%	-	-	-
Bad experience switching other services previously	210 30%	210 30%	165 35%	45 19%	-	-	-
Difficulty when contacting my current provider	194 28%	194 28%	140 30%	54 23%	-	-	-

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

QC3A Which, if any, of the following were factors that made you decide to stay with your current provider? SUMMARY - MAJOR/MINOR FACTORS

Base : All who decided to not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Bad experience when switching my communication services previously	183 26%	183 26%	136 29% ^c	47 20%	-	-	-
Having to return provider's equipment	181 26%	181 26% ^c	138 30% ^c	43 18%	-	-	-
I was worried about being without the Pay TV service(s) during the switch	158 23%	158 23% ^c	120 26% ^c	38 16%	-	-	-
Could not get permission to install new equipment where I live, e.g. cables, satellite, etc.	107 15%	107 15%	78 17%	29 12%	-	-	-
Anything else	84 12%	84 12%	55 12%	29 12%	-	-	-
NET: Process	553 79%	553 79%	378 81%	175 75%	-	-	-
Mean number of mentions	3.0	3.0	3.1	2.8	0.0	0.0	0.0
Any MAJOR/MINOR factor	692 99%	692 99% ^c	466 100% ^c	226 97%	-	-	-
None	7 1%	7 1% ^b	-	7 3% ^{a,b}	-	-	-
Mean number of MAJOR/ MINOR factors	15.97	15.97 ^c	17.58 ^c	12.75	-	-	-
Standard Deviation	8.37	8.37	8.34	7.47	-	-	-
Median (Incl 0s)	15	15	16	12	-	-	-
Mean number of MAJOR/ MINOR factors (Excl 0s)	16.13	16.13 ^c	17.58 ^c	13.15	-	-	-
Standard Deviation	8.26	8.26	8.34	7.23	-	-	-
Median (Excl 0s)	15	15	16	13	-	-	-

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

QC3AA: And which, if any, of these was the main factor that made you decide to stay with your current provider?

Base : All with major factor who decided not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	670	670	458	212	-	-	-
Weighted Base	670	670	458	212	..*	..*	..*
I negotiated/accepted a deal with my current provider	172 26%	172 26% ^{ac}	172 38% ^{ac}	-	-	-	-
Current provider is still the best deal/cheapest	78 12%	78 12%	56 12%	22 10%	-	-	-
Current provider has the best quality of service	41 6%	41 6%	32 7%	9 4%	-	-	-
There wasn't enough difference in cost for it to be worth switching	39 6%	39 6%	21 5%	18 8% ^{ab}	-	-	-
Worried service wouldn't be as good with a new provider	30 4%	30 4%	14 3%	16 8% ^{ab}	-	-	-
Prefer to stay with trusted/ known provider	30 4%	30 4%	18 4%	12 6%	-	-	-
Lack of choice	23 3%	23 3%	9 2%	14 7% ^{ab}	-	-	-
Didn't want to lose specific benefits or stored content, e.g. film programmes or specific channels which came with pre	21 3%	21 3%	11 2%	10 5%	-	-	-
I was still in a contract so couldn't leave/would need to pay to leave	17 3%	17 3%	7 2%	10 5% ^{ab}	-	-	-
It's too time consuming to go through the process of switching from one provider to another	16 2%	16 2%	7 2%	9 4% ^{ab}	-	-	-
I was worried about being without the Broadband service(s) during the switch	13 2%	13 2%	8 2%	5 2%	-	-	-
Did not want to lose my phone number	9 1%	9 1%	5 1%	4 2%	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	8 1%	8 1%	4 1%	4 2%	-	-	-
Concern about arranging for the old and new services to start and stop at the right time	8 1%	8 1%	5 1%	3 1%	-	-	-
Hassle of needing to contact more than one provider (i.e. previous provider(s) or new provider(s))	7 1%	7 1%	4 1%	3 1%	-	-	-

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

QC3AA: And which, if any, of these was the main factor that made you decide to stay with your current provider?

Base : All with major factor who decided not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	670	670	458	212	-	-	-
Weighted Base	670	670	458	212	..**	..**	..**
Could not get permission to install new equipment where I live, e.g. cables, satellite, etc.	7 1%	7 1%	1 *	6 3% ^b	-	-	-
Didn't want to pay the initial connection/ other start-up fees e.g. costs set top box etc.	7 1%	7 1%	4 1%	3 1%	-	-	-
I was worried about being without the Landline phone service(s) during the switch	6 1%	6 1%	5 1%	1 *	-	-	-
I was worried I might have to pay two providers at the same time	6 1%	6 1%	5 1%	1 *	-	-	-
Bad experience switching other services previously	5 1%	5 1%	3 1%	2 1%	-	-	-
Difficulty comparing what other providers were offering	5 1%	5 1%	4 1%	1 *	-	-	-
Did not want to have to install new equipment myself	5 1%	5 1%	4 1%	1 *	-	-	-
Difficulty cancelling my service	5 1%	5 1%	2 *	3 1%	-	-	-
Didn't want to pay the disconnection charge	5 1%	5 1%	3 1%	2 1%	-	-	-
Difficulty when contacting potential new provider(s)	4 1%	4 1%	3 1%	1 *	-	-	-
Having to return provider's equipment	3 *	3 *	3 1%	-	-	-	-
Did not want to have to get engineer in to install the new equipment/service(s)	3 *	3 *	2 *	1 *	-	-	-
Other devices/products I own not working with new service	3 *	3 *	2 *	1 *	-	-	-
Didn't want to have to learn to use a new service	3 *	3 *	3 1%	-	-	-	-
Bad experience when switching my communication services previously	2 *	2 *	1 *	1 *	-	-	-
Not knowing what to do to switch	2 *	2 *	1 *	1 *	-	-	-
Hassle to set up a new online account	2 *	2 *	1 *	1 *	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f
 ** very small base (under 30) ineligible for sig testing
 Prepared by BDRG Continental

QC3AA: And which, if any, of these was the main factor that made you decide to stay with your current provider?

Base : All with major factor who decided not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	670	670	458	212	-	-	-
Weighted Base	670	670	458	212
I was worried about being without the Pay TV service(s) during the switch	1 *	1 *	-	1 *	-	-	-
Would take too long to research the market	1 *	1 *	1 *	-	-	-	-
Difficulty when contacting my current provider	1 *	1 *	1 *	-	-	-	-
Anything else	21 3%	21 3%	9 2%	12 6% ^{ab}	-	-	-
None of these stood out as the main reason why I stayed	24 4%	24 4%	12 3%	12 6% ^{ab}	-	-	-
NET: Process	39 6%	39 6%	25 5%	14 7%	-	-	-
Mean number of mentions	1.6	1.6	1.5	1.9	0.0	0.0	0.0
NET: ANY MAIN FACTOR	609 91%	609 91% ^c	431 94% ^{ac}	178 84%	-	-	-
Don't know/not sure	37 6%	37 6%	15 3%	22 10% ^{ab}	-	-	-

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

QC3AA: And which, if any, of these was the main factor that made you decide to stay with your current provider?

Base : All who decided not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233	..*	..*	..*
I negotiated/accepted a deal with my current provider	172 25%	172 25% ^{ac}	172 37% ^{ac}	-	-	-	-
Current provider is still the best deal/cheapest	78 11%	78 11%	56 12%	22 9%	-	-	-
Current provider has the best quality of service	41 6%	41 6%	32 7%	9 4%	-	-	-
There wasn't enough difference in cost for it to be worth switching	39 6%	39 6%	21 5%	18 8%	-	-	-
Worried service wouldn't be as good with a new provider	30 4%	30 4%	14 3%	16 7% ^b	-	-	-
Prefer to stay with trusted/ known provider	30 4%	30 4%	18 4%	12 5%	-	-	-
Lack of choice	23 3%	23 3%	9 2%	14 6% ^b	-	-	-
Didn't want to lose specific benefits or stored content, e.g. film programmes or specific channels which came with pre	21 3%	21 3%	11 2%	10 4%	-	-	-
I was still in a contract so couldn't leave/would need to pay to leave	17 2%	17 2%	7 2%	10 4% ^b	-	-	-
It's too time consuming to go through the process of switching from one provider to another	16 2%	16 2%	7 2%	9 4% ^b	-	-	-
I was worried about being without the Broadband service(s) during the switch	13 2%	13 2%	8 2%	5 2%	-	-	-
Did not want to lose my phone number	9 1%	9 1%	5 1%	4 2%	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	8 1%	8 1%	4 1%	4 2%	-	-	-
Concern about arranging for the old and new services to start and stop at the right time	8 1%	8 1%	5 1%	3 1%	-	-	-
Hassle of needing to contact more than one provider (i.e. previous provider(s) or new provider(s))	7 1%	7 1%	4 1%	3 1%	-	-	-

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

QC3AA: And which, if any, of these was the main factor that made you decide to stay with your current provider?

Base : All who decided not to switch

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	466	233	-	-	-
Weighted Base	699	466	233	..**	..**	..**
Could not get permission to install new equipment where I live, e.g. cables, satellite, etc.	7 1%	7 1%	1 *	6 3% ^b	-	-
Didn't want to pay the initial connection/ other start-up fees e.g. costs set top box etc.	7 1%	7 1%	4 1%	3 1%	-	-
I was worried about being without the Landline phone service(s) during the switch	6 1%	6 1%	5 1%	1 *	-	-
I was worried I might have to pay two providers at the same time	6 1%	6 1%	5 1%	1 *	-	-
Bad experience switching other services previously	5 1%	5 1%	3 1%	2 1%	-	-
Difficulty comparing what other providers were offering	5 1%	5 1%	4 1%	1 *	-	-
Did not want to have to install new equipment myself	5 1%	5 1%	4 1%	1 *	-	-
Difficulty cancelling my service	5 1%	5 1%	2 *	3 1%	-	-
Didn't want to pay the disconnection charge	5 1%	5 1%	3 1%	2 1%	-	-
Difficulty when contacting potential new provider(s)	4 1%	4 1%	3 1%	1 *	-	-
Having to return provider's equipment	3 *	3 *	3 1%	-	-	-
Did not want to have to get engineer in to install the new equipment/service(s)	3 *	3 *	2 *	1 *	-	-
Other devices/products I own not working with new service	3 *	3 *	2 *	1 *	-	-
Didn't want to have to learn to use a new service	3 *	3 *	3 1%	-	-	-
Bad experience when switching my communication services previously	2 *	2 *	1 *	1 *	-	-
Not knowing what to do to switch	2 *	2 *	1 *	1 *	-	-
Hassle to set up a new online account	2 *	2 *	1 *	1 *	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f
 ** very small base (under 30) ineligible for sig testing
 Prepared by BDRG Continental

QC3AA: And which, if any, of these was the main factor that made you decide to stay with your current provider?

Base : All who decided not to switch

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	466	233	-	-	-
Weighted Base	699	466	233
I was worried about being without the Pay TV service(s) during the switch	1 *	1 *	1 *	-	-	-
Would take too long to research the market	1 *	1 *	-	-	-	-
Difficulty when contacting my current provider	1 *	1 *	-	-	-	-
Anything else	21 3%	9 2%	12 5% ^{ab}	-	-	-
None of these stood out as the main reason why I stayed	24 3%	12 3%	12 5%	-	-	-
NET: Process	39 6%	25 5%	14 6%	-	-	-
Mean number of mentions	1.6	1.5	1.9	0.0	0.0	0.0
NET: ANY MAIN FACTOR	609 87%	431 92% ^{ac}	178 76%	-	-	-
NO MAJOR FACTOR	29 4% ^b	8 2%	21 9% ^{ab}	-	-	-
Don't know/not sure	37 5%	15 3%	22 9% ^{ab}	-	-	-

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

QC3AD You mentioned you negotiated/accepted a deal with your current provider. Which, if any, of the following did this involve?

Base : All who decided not to switch and negotiated a deal with current provider

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	462	462	-	-	-	-
Weighted Base	462	462	..**	..**	..**	..**
Reduced the cost of my services/package	310 67%	310 67%	-	-	-	-
Increase in broadband speed	72 16%	72 16%	-	-	-	-
Reduced content/channel package e.g. removed BT Sport, removed Movies or Sports channel package	44 10%	44 10%	-	-	-	-
Added other TV or video services, e.g. Netflix, Amazon Prime Instant Video etc.	34 7%	34 7%	-	-	-	-
Added inclusive calls	31 7%	31 7%	-	-	-	-
Added a new channel package, e.g. BT Sport	24 5%	24 5%	-	-	-	-
Added a mobile phone service in your package	24 5%	24 5%	-	-	-	-
Increased cost of services/package	20 4%	20 4%	-	-	-	-
Decrease in broadband speed	6 1%	6 1%	-	-	-	-
Other	42 9%	42 9%	-	-	-	-
None of these	24 5%	24 5%	-	-	-	-
Don't know	15 3%	15 3%	-	-	-	-
Mean number of issues	1.31	1.31	-	-	-	-
Standard Deviation	0.81	0.81	-	-	-	-
Mean number of issues (Excl 0s)	1.43	1.43	-	-	-	-
Standard Deviation	0.73	0.73	-	-	-	-

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

QC3AE: When you negotiated/accepted a better deal, who made the first contact?

Base : All who decided not to switch and negotiated a deal with current provider

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	462	462	462	-	-	-	-
Weighted Base	462	462	462
I contacted my provider first	380 82%	380 82%	380 82%	-	-	-	-
My provider contacted me first	58 13%	58 13%	58 13%	-	-	-	-
Don't know/don't recall	24 5%	24 5%	24 5%	-	-	-	-

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

QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - MAJOR FACTORS

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	..*	..*	..*	698	342	356
Prefer to stay with trusted/ known provider	390 56%	-	-	-	390 56%	213 62% df	177 50%
Current provider has the best quality of service	388 56%	-	-	-	388 56% df	226 66% df	161 45%
Current provider is still the best deal/ cheapest	375 54%	-	-	-	375 54%	209 61% df	167 47%
Worried service wouldn't be as good with new provider	258 37%	-	-	-	258 37%	151 44% df	107 30%
There's not enough difference in cost for it to be worth switching	257 37%	-	-	-	257 37% df	156 45% df	101 28%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	220 32%	-	-	-	220 32%	123 36%	98 28%
I negotiated/accepted a deal with my current provider	189 27%	-	-	-	189 27% df	189 55% df	-
Too much hassle to cancel my current service	180 26%	-	-	-	180 26%	110 32% df	70 20%
It's too time consuming to go through the process of switching from one provider to another	171 24%	-	-	-	171 24%	99 29%	72 20%
I was worried about being without the Broadband service(s) during the switch	165 24%	-	-	-	165 24% df	109 32% df	56 16%
Concerned about paying two providers at the same time	161 23%	-	-	-	161 23% df	105 31% df	56 16%
Didn't want to pay the disconnection charge	156 22%	-	-	-	156 22% df	109 32% df	47 13%
Need to wait until the end of my contract/ until I can switch without paying a charge	150 21%	-	-	-	150 21% df	110 32% df	40 11%
Did not want to lose my phone number	150 21%	-	-	-	150 21%	93 27% df	56 16%
Don't want to go through the hassle of setting up a new online account	140 20%	-	-	-	140 20%	84 25% df	56 16%
It's too time-consuming to find a better deal	140 20%	-	-	-	140 20%	88 26% df	52 15%

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

QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - MAJOR FACTORS

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	..*	..*	..*	698	342	356
Concerned it would be difficult to arrange for the old and new services to start and stop at the right time	134 19%	-	-	-	134 19%	80 23% <i>f</i>	54 15%
Lose specific benefits or stored content, e.g. film programmes or specific channels which came with previous package	130 19%	-	-	-	130 19% <i>f</i>	92 27% <i>df</i>	38 11%
It's difficult to compare what other providers are offering	129 19%	-	-	-	129 19%	81 24% <i>f</i>	49 14%
Did not want to have to install new equipment myself	121 17%	-	-	-	121 17%	76 22% <i>f</i>	45 13%
Lack of choice	104 15%	-	-	-	104 15%	63 18%	41 11%
Did not want to have to get engineer in to install the new equipment/service(s)	102 15%	-	-	-	102 15% <i>f</i>	71 21% <i>f</i>	31 9%
Just haven't had time/ haven't got around to it yet	85 12%	-	-	-	85 12%	52 15%	33 9%
I was worried about being without the Landline phone service(s) during the switch	84 12%	-	-	-	84 12%	51 15%	33 9%
Concern about other devices/products I own not working with new service(s)	79 11%	-	-	-	79 11%	47 14%	32 9%
Learning how to use a new service	79 11%	-	-	-	79 11%	51 15% <i>f</i>	28 8%
Didn't want to contact potential new provider(s)	74 11%	-	-	-	74 11%	51 15% <i>f</i>	23 6%
Bad experience when switching my communication services previously	67 10%	-	-	-	67 10% <i>f</i>	50 15% <i>f</i>	17 5%
I was worried about being without the Pay TV service(s) during the switch	60 9%	-	-	-	60 9% <i>f</i>	47 14% <i>f</i>	13 4%
Having to return provider's equipment	51 7%	-	-	-	51 7%	34 10%	17 5%
Could not get permission to install new equipment where I live e.g. cables, satellite, etc.	50 7%	-	-	-	50 7%	31 9%	19 5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/f
 * = very small base (under 30) ineligible for sig testing
 Prepared by BDRG Continental

QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - MAJOR FACTORS

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	..**	..**	..**	698	342	356
Bad experience switching other service previously	49 7%	-	-	-	49 7%	32 9%	17 5%
Don't know how to change provider/ switch	48 7%	-	-	-	48 7%	28 8%	20 6%
Did not want to contact current provider	48 7%	-	-	-	48 7%	36 10% d	13 4%
Anything else	32 5%	-	-	-	32 5%	17 5%	15 4%
Any MAJOR factor	639 92%	-	-	-	639 92%	325 95% d	314 88%
None	59 8%	-	-	-	59 8%	18 5%	41 12% e
Mean number of MAJOR factors	7.19	-	-	-	7.19 ^f	9.24 ^{df}	5.22
Standard Deviation	6.38	-	-	-	6.38	6.91	5.12
Median (Incl 0s)	5	-	-	-	5	8	3
Mean number of MAJOR factors (Excl 0s)	7.85	-	-	-	7.80 ^f	9.74 ^{df}	5.90
Standard Deviation	6.27	-	-	-	6.27	6.74	5.06
Median (Excl 0s)	5	-	-	-	5	8	4

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

QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - MINOR FACTORS

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	..*	..*	..*	698	342	356
It's difficult to compare what other providers are offering	236 34%	-	-	-	236 34%	114 33%	122 34%
Concerned it would be difficult to arrange for the old and new services to start and stop at the right time	222 32%	-	-	-	222 32%	132 39% ^{df}	90 25%
There's not enough difference in cost for it to be worth switching	219 31%	-	-	-	219 31%	115 34%	104 29%
Worried service wouldn't be as good with new provider	211 30%	-	-	-	211 30%	119 35%	92 26%
Don't want to go through the hassle of setting up a new online account	199 28%	-	-	-	199 28%	120 35% ^{df}	79 22%
It's too time consuming to go through the process of switching from one provider to another	198 28%	-	-	-	198 28%	111 32%	87 25%
It's too time-consuming to find a better deal	194 28%	-	-	-	194 28%	96 28%	98 27%
Too much hassle to cancel my current service	191 27%	-	-	-	191 27%	112 33% ^{df}	79 22%
Lose specific benefits or stored content, e.g. film programmes or specific channels which came with previous package	183 26%	-	-	-	183 26% ^{df}	122 36% ^{cdf}	61 17%
Prefer to stay with trusted/ known provider	176 25%	-	-	-	176 25%	92 27%	85 24%
Learning how to use a new service	175 25%	-	-	-	175 25%	100 29%	74 21%
Current provider is still the best deal/ cheapest	174 25%	-	-	-	174 25%	91 27%	83 23%
Concerned about paying two providers at the same time	170 24%	-	-	-	170 24%	104 30% ^{df}	66 19%
Did not want to have to get engineer in to install the new equipment/service(s)	165 24%	-	-	-	165 24%	95 28%	70 20%
Need to wait until the end of my contract/ until I can switch without paying a charge	164 24%	-	-	-	164 24%	105 31% ^{df}	59 17%

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

QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - MINOR FACTORS

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	..**	..**	..**	698	342	356
Concern about other devices/products I own not working with new service(s)	161 23%	-	-	-	161 23% d	113 33% d	47 13%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	161 23%	-	-	-	161 23%	97 26% d	63 18%
Didn't want to pay the disconnection charge	161 23%	-	-	-	161 23% d	106 31% d	55 15%
Current provider has the best quality of service	160 23%	-	-	-	160 23%	73 21%	87 25%
Did not want to have to install new equipment myself	158 23%	-	-	-	158 23%	100 29% d	58 16%
I negotiated/accepted a deal with my current provider	153 22%	-	-	-	153 22% d	153 45% d	- -
Just haven't had time/ haven't got around to it yet	152 22%	-	-	-	152 22%	89 26%	63 18%
I was worried about being without the Broadband service(s) during the switch	152 22%	-	-	-	152 22%	84 25%	68 19%
Having to return provider's equipment	145 21%	-	-	-	145 21% d	99 29% d	46 13%
Lack of choice	145 21%	-	-	-	145 21%	94 26% d	50 14%
I was worried about being without the Pay TV service(s) during the switch	139 20%	-	-	-	139 20%	71 21%	67 19%
Didn't want to contact potential new provider(s)	138 20%	-	-	-	138 20%	89 26% d	48 14%
Bad experience switching other service previously	133 19%	-	-	-	133 19%	87 25% d	45 13%
Did not want to lose my phone number	130 19%	-	-	-	130 19%	72 21%	58 16%
I was worried about being without the Landline phone service(s) during the switch	127 18%	-	-	-	127 18%	71 21%	56 16%
Did not want to contact current provider	123 18%	-	-	-	123 18%	81 24% d	42 12%
Don't know how to change provider/ switch	113 16%	-	-	-	113 16%	67 20%	46 13%

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

QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - MINOR FACTORS

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	698	342	356
Bad experience when switching my communication services previously	94 13%	-	-	-	94 13%	57 17%	37 10%
Could not get permission to install new equipment where I live e.g. cables, satellite, etc.	56 8%	-	-	-	56 8%	38 11%	18 5%
Anything else	5 1%	-	-	-	5 1%	5 1%	-
Any MINOR factor	600 86%	-	-	-	600 86%	318 93%	282 79%
None	98 14%	-	-	-	98 14%	24 7%	74 21%
Mean number of MINOR factors	7.85	-	-	-	7.85	9.56	6.21
Standard Deviation	6.40	-	-	-	6.40	6.56	5.78
Median (Incl 0s)	7	-	-	-	7	8	4
Mean number of MINOR factors (Excl 0s)	9.14	-	-	-	9.14	10.29	7.83
Standard Deviation	5.99	-	-	-	5.99	6.23	5.42
Median (Excl 0s)	8	-	-	-	8	9	6

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

QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - NOT A FACTOR

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	..**	..**	..**	698	342	356
Could not get permission to install new equipment where I live e.g. cables, satellite, etc.	592 85%	-	-	-	592 85%	273 80%	319 90% de
Bad experience when switching my communication services previously	537 77%	-	-	-	537 77% de	236 69%	302 85% de
Don't know how to change provider/ switch	537 77%	-	-	-	537 77%	247 72%	290 81% de
Did not want to contact current provider	526 75%	-	-	-	526 75% de	226 66%	301 85% de
Bad experience switching other service previously	516 74%	-	-	-	516 74% de	223 65%	293 82% de
Didn't want to contact potential new provider(s)	486 70%	-	-	-	486 70% de	202 59%	284 80% de
Having to return provider's equipment	484 69%	-	-	-	484 69% de	201 59%	283 80% de
Just haven't had time/ haven't got around to it yet	461 66%	-	-	-	461 66%	202 59%	259 73% de
Concern about other devices/products I own not working with new service(s)	458 66%	-	-	-	458 66% de	182 53%	277 78% de
Lack of choice	450 64%	-	-	-	450 64% de	185 54%	264 74% de
Learning how to use a new service	445 64%	-	-	-	445 64%	192 56%	253 71% de
Did not want to have to get engineer in to install the new equipment/service(s)	431 62%	-	-	-	431 62% de	177 52%	255 72% de
I was worried about being without the Landline phone service(s) during the switch	421 60%	-	-	-	421 60% de	175 51%	246 69% de
Did not want to have to install new equipment myself	419 60%	-	-	-	419 60% de	167 49%	252 71% de
Lose specific benefits or stored content, e.g. film programmes or specific channels which came with previous package	385 55%	-	-	-	385 55% de	129 38%	257 72% de
Need to wait until the end of my contract/ until I can switch without paying a charge	384 55%	-	-	-	384 55% de	127 37%	257 72% de

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f
 ** very small base (under 30) ineligible for sig testing
 Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - NOT A FACTOR

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS				
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC no negotiation (e)
Unweighted Base	698	-	-	-	698	339
Weighted Base	698	698	342
Didn't want to pay the disconnection charge	381 55%	-	-	-	381 55% de	127 37% 71% de
Concerned about paying two providers at the same time	366 52%	-	-	-	366 52% de	133 39% 66% de
It's too time-consuming to find a better deal	364 52%	-	-	-	364 52% de	159 46% 58% de
Don't want to go through the hassle of setting up a new online account	359 51%	-	-	-	359 51% de	139 40% 62% de
I negotiated/accepted a deal with my current provider	356 51%	-	-	-	356 51% de	- - 100% de
Did not want to lose my phone number	353 51%	-	-	-	353 51% de	132 38% 62% de
Concerned it would be difficult to arrange for the old and new services to start and stop at the right time	342 49%	-	-	-	342 49% de	130 38% 60% de
It's difficult to compare what other providers are offering	332 48%	-	-	-	332 48% de	147 43% 52%
It's too time consuming to go through the process of switching from one provider to another	329 47%	-	-	-	329 47% de	132 39% 55% de
Too much hassle to cancel my current service	328 47%	-	-	-	328 47% de	121 35% 58% de
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	317 45%	-	-	-	317 45% de	123 36% 55% de
I was worried about being without the Broadband service(s) during the switch	300 43%	-	-	-	300 43% de	97 28% 57% de
I was worried about being without the Pay TV service(s) during the switch	280 40%	-	-	-	280 40% de	122 36% 44%
Worried service wouldn't be as good with new provider	229 33%	-	-	-	229 33% de	72 21% 44% de
There's not enough difference in cost for it to be worth switching	222 32%	-	-	-	222 32% de	72 21% 42% de
Current provider has the best quality of service	150 22%	-	-	-	150 22% de	44 13% 30% de

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

QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - NOT A FACTOR

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	..**	..**	..**	698	342	356
Current provider is still the best deal/ cheapest	149 21%	-	-	-	149 21% ^{ae}	43 12%	106 30% ^{de}
Prefer to stay with trusted/ known provider	132 19%	-	-	-	132 19% ^{ae}	38 11%	94 26% ^{de}
Anything else	*	-	-	-	*	-	*
None	16 2%	-	-	-	16 2% ^{af}	16 5% ^{af}	-

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

QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - MAJOR/MINOR FACTORS































Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	..*	..*	..*	698	342	356
Prefer to stay with trusted/ known provider	566 81%	-	-	-	566 81%df	304 88%df	262 74%
Current provider is still the best deal/ cheapest	549 79%	-	-	-	549 79%df	300 88%df	249 70%
Current provider has the best quality of service	548 78%	-	-	-	548 78%df	299 87%df	249 70%
There's not enough difference in cost for it to be worth switching	476 68%	-	-	-	476 68%df	271 79%df	205 58%
Worried service wouldn't be as good with new provider	469 67%	-	-	-	469 67%df	270 79%df	199 56%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	381 55%	-	-	-	381 55%df	220 64%df	161 45%
Too much hassle to cancel my current service	370 53%	-	-	-	370 53%df	222 65%df	149 42%
It's too time consuming to go through the process of switching from one provider to another	369 53%	-	-	-	369 53%	210 61%df	159 45%
It's difficult to compare what other providers are offering	366 52%	-	-	-	366 52%	195 57%	170 48%
Concerned it would be difficult to arrange for the old and new services to start and stop at the right time	356 51%	-	-	-	356 51%df	213 62%df	144 40%
I negotiated/accepted a deal with my current provider	342 49%	-	-	-	342 49%df	342 100%df	- -
Don't want to go through the hassle of setting up a new online account	339 49%	-	-	-	339 49%df	204 60%df	135 38%
It's too time-consuming to find a better deal	334 48%	-	-	-	334 48%	184 54%df	150 42%
Concerned about paying two providers at the same time	332 48%	-	-	-	332 48%df	209 61%df	122 34%
Didn't want to pay the disconnection charge	317 45%	-	-	-	317 45%df	215 63%df	102 29%
I was worried about being without the Broadband service(s) during the switch	317 45%	-	-	-	317 45%df	193 56%df	123 35%

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

QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - MAJOR/MINOR FACTORS

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	..**	..**	..**	698	342	356
Need to wait until the end of my contract/ until I can switch without paying a charge	314 45%	-	-	-	314 45% 	215 63% 	99 28%
Lose specific benefits or stored content, e.g. film programmes or specific channels which came with previous package	313 45%	-	-	-	313 45% 	214 62% 	99 28%
Did not want to lose my phone number	280 40%	-	-	-	280 40% 	166 48% 	114 32%
Did not want to have to install new equipment myself	279 40%	-	-	-	279 40% 	176 51% 	103 29%
Did not want to have to get engineer in to install the new equipment/service(s)	267 38%	-	-	-	267 38% 	166 48% 	101 28%
Learning how to use a new service	253 36%	-	-	-	253 36% 	151 44% 	103 29%
Lack of choice	248 36%	-	-	-	248 36% 	157 46% 	91 26%
Concern about other devices/products I own not working with new service(s)	240 34%	-	-	-	240 34% 	161 47% 	79 22%
Just haven't had time/ haven't got around to it yet	237 34%	-	-	-	237 34% 	141 41% 	97 27%
Didn't want to contact potential new provider(s)	212 30%	-	-	-	212 30% 	140 41% 	71 20%
I was worried about being without the Landline phone service(s) during the switch	211 30%	-	-	-	211 30% 	122 36% 	90 25%
I was worried about being without the Pay TV service(s) during the switch	199 28%	-	-	-	199 28% 	118 35% 	81 23%
Having to return provider's equipment	196 28%	-	-	-	196 28% 	132 39% 	63 18%
Bad experience switching other service previously	182 26%	-	-	-	182 26% 	119 35% 	63 18%
Did not want to contact current provider	172 25%	-	-	-	172 25% 	117 34% 	55 15%
Don't know how to change provider/ switch	161 23%	-	-	-	161 23% 	96 28% 	66 19%

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

QC4A Which, if any, of these are factors why you have not switched or actively considered switching your current provider to another provider or providers? SUMMARY - MAJOR/MINOR FACTORS

Base : All NS NAC

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	698	339	359
Weighted Base	698	..**	..**	698	342	356
Bad experience when switching my communication services previously	161 23%	-	-	161 23% d	107 31% d	54 15%
Could not get permission to install new equipment where I live e.g. cables, satellite, etc.	106 15%	-	-	106 15%	69 20% d	37 10%
Anything else	37 5%	-	-	37 5%	22 6%	15 4%
Any MAJOR/MINOR factor	675 97%	-	-	675 97%	342 100% d	333 94%
None	23 3%	-	-	23 3% e	-	23 6% e
Mean number of MAJOR/ MINOR factors	15.04	-	-	15.04 ^d	16.80 ^d	11.42
Standard Deviation	9.21	-	-	9.21	8.48	8.42
Median (Incl 0s)	15	-	-	15	19	9
Mean number of MAJOR/ MINOR factors (Excl 0s)	15.55	-	-	15.55 ^d	16.80 ^d	12.20
Standard Deviation	8.94	-	-	8.94	8.48	8.13
Median (Excl 0s)	15	-	-	15	19	10

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f
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QC4AA: And which, if any, of these was the main factor for not switching or actively consider switching your service to another provider or providers?

Base : All NS NAC with major factor

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	638	-	-	-	638	324	314
Weighted Base	639	639	325	314
Prefer to stay with trusted/ known provider	93 15%	-	-	-	93 15%	46 14%	47 15%
Current provider is still the best deal/ cheapest	93 15%	-	-	-	93 15%	45 14%	48 15%
Current provider has the best quality of service	84 13%	-	-	-	84 13%	42 13%	42 13%
There's not enough difference in cost for it to be worth switching	31 5%	-	-	-	31 5%	11 3%	20 6%
I negotiated/accepted a deal with my current provider	29 5%	-	-	-	29 5%	29 9%	-
Need to wait until the end of my contract/ until I can switch without paying a charge	23 4%	-	-	-	23 4%	18 6%	5 2%
Worried service wouldn't be as good with new provider	20 3%	-	-	-	20 3%	12 4%	8 2%
It's too time consuming to go through the process of switching from one provider to another	18 3%	-	-	-	18 3%	7 2%	11 4%
Lack of choice	17 3%	-	-	-	17 3%	3 1%	13 4%
Lose specific benefits or stored content, e.g. film programmes or specific channels which came with previous package	15 2%	-	-	-	15 2%	9 3%	6 2%
I was worried about being without the Broadband service(s) during the switch	13 2%	-	-	-	13 2%	10 3%	4 1%
Did not want to lose my phone number	10 2%	-	-	-	10 2%	3 1%	7 2%
I was worried about being without the Landline phone service(s) during the switch	10 2%	-	-	-	10 2%	-	10 3%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	10 1%	-	-	-	10 1%	3 1%	7 2%
It's difficult to compare what other providers are offering	7 1%	-	-	-	7 1%	4 1%	3 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f
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QC4AA: And which, if any, of these was the main factor for not switching or actively consider switching your service to another provider or providers?

Base : All NS NAC with major factor

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	638	-	-	-	638	324	314
Weighted Base	639	..**	..**	..**	639	325	314
Concerned it would be difficult to arrange for the old and new services to start and stop at the right time	7 1%	-	-	-	7 1%	6 2%	* *
It's too time-consuming to find a better deal	5 1%	-	-	-	5 1%	2 1%	3 1%
Don't want to go through the hassle of setting up a new online account	5 1%	-	-	-	5 1%	1 *	4 1%
Concerned about paying two providers at the same time	5 1%	-	-	-	5 1%	2 1%	3 1%
Too much hassle to cancel my current service	4 1%	-	-	-	4 1%	2 *	3 1%
Didn't want to pay the disconnection charge	4 1%	-	-	-	4 1%	3 1%	1 *
I was worried about being without the Pay TV service(s) during the switch	4 1%	-	-	-	4 1%	4 1%	- -
Did not want to contact current provider	3 *	-	-	-	3 *	2 1%	1 *
Just haven't had time/ haven't got around to it yet	3 *	-	-	-	3 *	2 1%	1 *
Having to return provider's equipment	3 *	-	-	-	3 *	3 1%	- -
Did not want to have to install new equipment myself	2 *	-	-	-	2 *	1 *	2 1%
Did not want to have to get engineer in to install the new equipment/service(s)	2 *	-	-	-	2 *	2 1%	* *
Didn't want to contact potential new provider(s)	1 *	-	-	-	1 *	* *	1 *
Don't know how to change provider/ switch	1 *	-	-	-	1 *	1 *	- -
Bad experience when switching my communication services previously	1 *	-	-	-	1 *	1 *	- -
Bad experience switching other service previously	1 *	-	-	-	1 *	- -	1 *
Concern about other devices/products I own not working with new service(s)	1 *	-	-	-	1 *	- -	1 *

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

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QC4AA: And which, if any, of these was the main factor for not switching or actively consider switching your service to another provider or providers?

Base : All NS NAC with major factor

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	638	-	-	638	324	314
Weighted Base	639	639	325	314
Could not get permission to install new equipment where I live e.g. cables, satellite, etc.	1 *	-	-	1 *	-	1 *
Learning how to use a new service	-	-	-	-	-	-
Anything else	15 2%	-	-	15 2%	7 2%	8 3%
None of these stood out as the main reason for not switching	58 9%	-	-	58 9%	29 9%	29 9%
NET: ANY MAIN FACTOR	538 84%	-	-	538 84%	278 86%	260 83%
Don't know/not sure	43 7%	-	-	43 7%	18 5%	25 8%

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

QC4AA: And which, if any, of these was the main factor for not switching or actively consider switching your service to another provider or providers?

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	698	342	356
Prefer to stay with trusted/ known provider	93 13%	-	-	-	93 13%	46 13%	47 13%
Current provider is still the best deal/ cheapest	93 13%	-	-	-	93 13%	45 13%	48 14%
Current provider has the best quality of service	84 12%	-	-	-	84 12%	42 12%	42 12%
There's not enough difference in cost for it to be worth switching	31 4%	-	-	-	31 4%	11 3%	20 6%
I negotiated/accepted a deal with my current provider	29 4%	-	-	-	29 4% f	29 8% df	-
Need to wait until the end of my contract/ until I can switch without paying a charge	23 3%	-	-	-	23 3%	18 5% f	5 1%
Worried service wouldn't be as good with new provider	20 3%	-	-	-	20 3%	12 4%	8 2%
It's too time consuming to go through the process of switching from one provider to another	18 3%	-	-	-	18 3%	7 2%	11 3%
Lack of choice	17 2%	-	-	-	17 2%	3 1%	13 4%
Lose specific benefits or stored content, e.g. film programmes or specific channels which came with previous package	15 2%	-	-	-	15 2%	9 3%	6 2%
I was worried about being without the Broadband service(s) during the switch	13 2%	-	-	-	13 2%	10 3%	4 1%
Did not want to lose my phone number	10 1%	-	-	-	10 1%	3 1%	7 2%
I was worried about being without the Landline phone service(s) during the switch	10 1%	-	-	-	10 1%	-	10 3% ae
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	10 1%	-	-	-	10 1%	3 1%	7 2%
It's difficult to compare what other providers are offering	7 1%	-	-	-	7 1%	4 1%	3 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f
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QC4AA: And which, if any, of these was the main factor for not switching or actively consider switching your service to another provider or providers?

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	..**	..**	..**	698	342	356
Concerned it would be difficult to arrange for the old and new services to start and stop at the right time	7 1%	- -	- -	- -	7 1%	6 2%	* *
It's too time-consuming to find a better deal	5 1%	- -	- -	- -	5 1%	2 *	3 1%
Don't want to go through the hassle of setting up a new online account	5 1%	- -	- -	- -	5 1%	1 *	4 1%
Concerned about paying two providers at the same time	5 1%	- -	- -	- -	5 1%	2 1%	3 1%
Too much hassle to cancel my current service	4 1%	- -	- -	- -	4 1%	2 *	3 1%
Didn't want to pay the disconnection charge	4 1%	- -	- -	- -	4 1%	3 1%	1 *
I was worried about being without the Pay TV service(s) during the switch	4 1%	- -	- -	- -	4 1%	4 1%	- -
Did not want to contact current provider	3 *	- -	- -	- -	3 *	2 *	1 *
Just haven't had time/ haven't got around to it yet	3 *	- -	- -	- -	3 *	2 1%	1 *
Having to return provider's equipment	3 *	- -	- -	- -	3 *	3 1%	- -
Did not want to have to install new equipment myself	2 *	- -	- -	- -	2 *	1 *	2 *
Did not want to have to get engineer in to install the new equipment/service(s)	2 *	- -	- -	- -	2 *	2 *	* *
Didn't want to contact potential new provider(s)	1 *	- -	- -	- -	1 *	* *	1 *
Don't know how to change provider/ switch	1 *	- -	- -	- -	1 *	1 *	- -
Bad experience when switching my communication services previously	1 *	- -	- -	- -	1 *	1 *	- -
Bad experience switching other service previously	1 *	- -	- -	- -	1 *	- -	1 *
Concern about other devices/products I own not working with new service(s)	1 *	- -	- -	- -	1 *	- -	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f
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QC4AA: And which, if any, of these was the main factor for not switching or actively consider switching your service to another provider or providers?

Base : All NS NAC

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	698	339	359
Weighted Base	698	698	342	356
Could not get permission to install new equipment where I live e.g. cables, satellite, etc.	1 *	-	-	1 *	-	1 *
Learning how to use a new service	-	-	-	-	-	-
Anything else	15 2%	-	-	15 2%	7 2%	8 2%
None of these stood out as the main reason for not switching	58 8%	-	-	58 8%	29 8%	29 8%
NET: ANY MAIN FACTOR	538 77%	-	-	538 77%	278 81%	260 73%
NO MAJOR FACTOR	59 8%	-	-	59 8%	18 5%	41 12%
Don't know/not sure	43 6%	-	-	43 6%	18 5%	25 7%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f
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QC4AE You mentioned you negotiated/accepted a deal with your current provider. Which, if any, of the following did this involve?

Base : All NS NAC who negotiated a deal with current provider

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	339	-	-	339	339	-
Weighted Base	342	342	342	..
Reduced the cost of my services/package	176 51%	-	-	176 51%	176 51%	-
Increase in broadband speed	72 21%	-	-	72 21%	72 21%	-
Added inclusive calls	32 9%	-	-	32 9%	32 9%	-
Added a new channel package, e.g. BT Sport	30 9%	-	-	30 9%	30 9%	-
Added other TV or video services, e.g. Netflix, Amazon Prime Instant Video etc.	21 6%	-	-	21 6%	21 6%	-
Reduced content e.g. removed BT Sport, removed Movies or Sports channel package	19 6%	-	-	19 6%	19 6%	-
Added a mobile phone service in your package	16 5%	-	-	16 5%	16 5%	-
Increased cost of services/package	11 3%	-	-	11 3%	11 3%	-
Decrease in broadband speed	6 2%	-	-	6 2%	6 2%	-
Other	18 5%	-	-	18 5%	18 5%	-
None of these	21 6%	-	-	21 6%	21 6%	-
Don't know	34 10%	-	-	34 10%	34 10%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f
 .. very small base (under 30) ineligible for sig testing

QC4AF: When you negotiated/accepted a better deal, who made the first contact?

Base : All NS NAC who negotiated a deal with current provider

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	339	-	-	-	339	339	-
Weighted Base	342	..**	..**	..**	342	342	..**
I contacted my provider first	228	-	-	-	228	228	-
67%	67%	-	-	-	67%	67%	-
My provider contacted me first	64	-	-	-	64	64	-
19%	19%	-	-	-	19%	19%	-
Don't know/don't recall	51	-	-	-	51	51	-
15%	15%	-	-	-	15%	15%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f
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QC5A What made you first think about switching your services. Why did you first decide to review your arrangements?

Base : All switchers

Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
	Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
	Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
473	473	296	177	404	227	172	133	39	232	94	138	60	117	241	202	69	
42%	42% ^h	43% ^h	39% ^h	41% ^h	43% ^h	38% ^h	44% ^h	25%	45% ^{fh}	42% ^h	46% th	42%	38%	39%	44%	44%	
406	406	248	158	359	201	169	115	54	190	86	104	62	96	216	162	47	
36%	36%	36%	35%	37%	38%	37%	38%	35%	37%	39%	35%	43% ^{um}	31%	35%	35%	30%	
303	303	198	105	265	160	128	94	34	137	66	71	46	59	166	132	38	
27%	27%	29% ^{ac}	23%	27%	31% ^{ch} ^{tk}	28%	31% ^{ch} ^{tk}	22%	26%	30%	24%	32% ^{um}	19%	27%	29%	24%	
300	300	166	134	276	142	138	83	55	138	59	79	52	82	162	107	24	
27%	27%	24%	30% ^{ab}	28%	27%	30% ^{ab}	28%	36% ^{abeik}	27%	26%	27%	36% ^{um}	27%	26% ^p	23% ^p	15%	
252	252	148	104	227	123	100	68	32	127	55	72	33	71	125	93	25	
22%	22%	22%	23%	23%	24%	22%	23%	21%	24%	25%	24%	23%	23%	20%	20%	16%	
247	247	135	112	235	123	106	71	35	129	52	77	47	65	118	83	12	
22%	22%	20%	25% ^{ab}	24% ^{ab}	24%	23%	24%	23%	25% ^{ab}	23%	26% ^{ab}	33% ^{um}	21%	19% ^p	18% ^p	8%	
207	207	116	91	184	93	79	52	27	105	41	64	32	59	102	75	23	
18%	18%	17%	20%	19%	18%	17%	17%	18%	20%	18%	22%	22%	19%	17%	16%	15%	
125	125	67	58	112	54	43	28	15	69	26	43	29	29	56	41	13	
11%	11%	10%	13%	11%	10%	9%	9%	10%	13%	12%	14% ^{bf}	20% ^{um}	9%	9%	9%	8%	
112	112	66	46	81	35	47	27	20	34	8	26	22	24	78	58	31	
10%	10% ^{ei}	10% ^j	10% ^{ei}	8% ^j	7%	10% ^{ei}	9% ^j	13% ^{ei}	7%	4%	9% ^j	15% ^{um}	8%	13%	13%	20% ^{no}	
101	101	57	44	76	32	55	27	28	21	5	16	13	31	80	52	25	
9%	9% ^{ijk}	8% ^j	10% ^{ei}	8% ^j	6% ^j	12% ^{bdeijk}	9% ^j	18% ^{abcdegijk}	4%	2%	5%	9%	10%	13%	11%	16%	
86	86	55	31	73	42	33	22	11	40	20	20	9	22	46	35	13	
8%	8%	8%	7%	7%	8%	7%	7%	7%	8%	9%	7%	6%	7%	8%	8%	8%	
76	76	49	27	56	29	46	24	22	10	5	5	9	18	66	44	20	
7%	7% ^{ijk}	7% ^{ijk}	6% ^{ijk}	6% ^{ijk}	6% ^{ijk}	10% ^{acdeijk}	8% ^{ijk}	14% ^{abcdegijk}	2%	2%	2%	6%	6%	11%	10%	13%	
46	46	34	12	32	20	17	12	5	15	8	7	8	4	31	26	14	
4%	4%	5%	3%	3%	4%	4%	4%	3%	3%	4%	2%	6% ^{am}	1%	5%	6%	9%	
45	45	27	18	33	15	14	9	5	19	6	13	7	11	26	21	12	
4%	4%	4%	4%	3%	3%	3%	3%	3%	4%	3%	4%	5%	4%	4%	5%	8%	
45	45	30	15	37	22	18	13	5	19	9	10	4	11	26	21	8	
4%	4%	4%	3%	4%	4%	4%	4%	3%	4%	4%	3%	3%	4%	4%	5%	5%	
44	44	30	14	34	20	21	13	8	13	7	6	5	9	31	23	10	
4%	4%	4%	3%	3%	4%	5%	4%	5%	3%	3%	2%	3%	3%	5%	5%	6%	
15	15	7	8	14	6	4	2	2	10	4	6	3	5	5	3	1	
1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	2%	2%	2%	1%	1%	1%	
54	54	30	24	50	26	23	13	10	27	13	14	5	19	27	17	4	
5%	5%	4%	5%	5%	5%	5%	4%	6%	5%	6%	5%	3%	6%	4%	4%	3%	

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

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Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QC5A What made you first think about switching your services. Why did you first decide to review your arrangements?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS														
		Switcher Sample groups										Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Don't know	14	7	7	11	4	7	3	4	4	1	3	-	7	10	6	3
	1%	1%	1%	2%	1%	2%	1%	3%	1%	*	1%	-	2%	2%	1%	2%

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

QC5A What made you first think about switching your services. Why did you first decide to review your arrangements?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Wanted to reduce the cost of services	473 42%	330 43% ^h	207 46% ^{fh}	123 40% ^h	276 42% ^h	153 44% ^h	115 38% ^h	89 46% ^h	26 24%	161 45% ^h	64 42% ^h	97 48% ^{fh}	40 43%	83 38%	169 41%	143 48%	54 50%
Found out about a better deal/price with another provider	406 36%	289 38%	174 38%	115 37%	254 39%	139 40%	119 40%	79 41%	40 37%	135 38%	60 39%	75 37%	46 50% ^{am}	69 32%	154 38%	114 38%	35 33%
Previous provider increased cost of services	303 27%	214 28%	140 31% ^{ac}	74 24%	189 29%	115 33% ^{ck}	88 29%	63 33% ^{ac}	25 23%	101 28%	52 34% ^{ac}	49 24%	34 37% ^{am}	40 18%	113 28%	88 29%	25 23%
Poor customer service with previous provider	300 27%	212 28%	120 26%	92 30%	194 30%	102 29%	95 32%	56 29%	39 36% ^{ab}	99 28%	46 30%	53 26%	35 38% ^{am}	57 26%	113 28% ^p	74 25%	18 17%
Wanted faster/unlimited broadband services	252 22%	178 23%	100 22%	78 25%	164 25%	86 25%	72 24%	46 24%	26 24%	92 26%	40 26%	52 26%	23 25%	55 25%	86 21%	60 20%	14 13%
Technical issues with my previous service	247 22%	168 22%	92 20%	76 25%	162 25%	86 25%	74 25%	48 25%	26 24%	88 25%	38 25%	50 25%	29 32%	47 22%	80 20% ^p	54 18% ^p	6 6%
My contract/deal came to an end	207 18%	134 18%	70 15%	64 21%	121 18%	57 16%	48 16%	28 15%	20 19%	73 21%	29 19%	44 22% ^{ab}	25 27%	39 18%	61 15%	41 14%	13 12%
I always regularly review what I sign up to, to check that I have the best deal/product	125 11%	85 11%	48 11%	37 12%	74 11%	37 11%	26 9%	16 8%	10 9%	48 14% ^f	21 14%	27 13%	19 21% ^{am}	18 8%	37 9%	27 9%	11 10%
Wanted the convenience of getting all services from one provider	112 10%	69 9% ^{aj}	43 9% ^{aj}	26 8%	48 7%	22 6%	29 10% ^{aj}	16 8%	13 12% ^{aj}	19 5%	6 4%	13 6%	13 14% ^{am}	13 6%	50 12%	37 12%	21 20% ^{an}
Wanted additional content or channels	101 9%	67 9% ^{aj}	38 8% ^{aj}	29 9% ^{aj}	50 8%	21 6%	34 11% ^{ceijk}	16 8%	18 17% ^{abcdegiijk}	16 5%	5 3%	11 5%	9 10%	20 9%	51 13%	33 11%	17 16%
Friends and family mentioned a deal	86 8%	54 7%	38 8%	16 5%	46 7%	30 9%	19 6%	14 7%	5 5%	27 8%	16 10% ^{ac}	11 5%	6 7%	10 5%	27 7%	22 7%	8 7%
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	76 7%	46 6% ^{ak}	32 7% ^{ajjk}	14 5% ^{ak}	33 5% ^{ak}	19 5% ^{ak}	27 9% ^{cdijk}	15 8% ^{ajjk}	12 11% ^{acdijk}	6 2%	4 3%	2 1%	6 7%	8 4%	40 10%	28 9%	13 12%
Wanted to reduce content or channels	46 4%	33 4%	24 5%	9 3%	20 3%	11 3%	10 3%	5 3%	5 5%	10 3%	6 4%	4 2%	6 7% ^{am}	3 1%	23 6%	18 6%	13 12% ^{end}
Better compatibility between my different devices/technologies/ services	45 4%	30 4%	17 4%	13 4%	24 4%	11 3%	10 3%	6 3%	4 4%	14 4%	5 3%	9 4%	7 8%	6 3%	16 4%	12 4%	6 6%
New services became available in my area	45 4%	29 4%	19 4%	10 3%	22 3%	12 3%	11 4%	8 4%	3 3%	11 3%	4 3%	7 3%	2 2%	8 4%	18 4%	15 5%	7 7%
Heard about other technology/services that I am interested in	44 4%	27 4%	17 4%	10 3%	22 3%	12 3%	14 5%	7 4%	7 6% ^{ak}	8 2%	5 3%	3 1%	4 4%	6 3%	19 5%	12 4%	5 5%
Wanted a specific deal or service not available with my previous provider	15 1%	9 1%	5 1%	4 1%	9 1%	5 1%	2 1%	1 1%	1 1%	7 2%	4 3%	3 1%	2 2%	2 1%	2 *	1 *	- -
Other	54 5%	42 6%	21 5%	21 7%	40 6%	19 5%	19 6%	9 5%	10 9%	21 6%	10 6%	11 5%	3 3%	18 8%	21 5%	11 4%	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

* small base

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QC5A What made you first think about switching your services. Why did you first decide to review your arrangements?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups															
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Don't know	14	11	6	5	8	3	6	3	3	2	-	2	-	5	9	6	3
	1%	1%	1%	2%	1%	1%	2%	2%	3%	1%	-	1%	-	2%	2%	2%	3%

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

QC5B What made you first consider switching your services. Why did you first decide to review your arrangements?

Base : All who decided not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233	..*	..*	..*
Wanted to reduce the cost of services	338 48%	338 48%	219 47%	119 51%	-	-	-
Current provider increased cost of services	207 30%	207 30%	125 27%	82 35% ^b	-	-	-
My contract/deal came to an end	137 20%	137 20% ^c	114 24% ^{ac}	23 10%	-	-	-
Wanted faster/unlimited broadband services	116 17%	116 17%	67 14%	49 21% ^b	-	-	-
I always regularly review what I sign up to, to check that I have the best deal/product	114 16%	114 16%	83 18%	31 13%	-	-	-
Found out about a better deal/price with another provider	111 16%	111 16%	76 16%	35 15%	-	-	-
Technical issues with my current service	80 11%	80 11%	45 10%	35 15% ^b	-	-	-
Poor customer service with my current provider	74 11%	74 11%	40 9%	34 15% ^b	-	-	-
Wanted the convenience of getting all services from one provider	59 8%	59 8%	35 8%	24 10%	-	-	-
Friends and family mentioned a deal	56 8%	56 8%	37 8%	19 8%	-	-	-
Wanted additional content or channels	44 6%	44 6%	29 6%	15 6%	-	-	-
Wanted to reduce content or channels	37 5%	37 5%	28 6%	9 4%	-	-	-
New services became available in my area	35 5%	35 5%	23 5%	12 5%	-	-	-
Heard about other technology/services that I am interested in	29 4%	29 4%	13 3%	16 7% ^b	-	-	-
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	21 3%	21 3%	12 3%	9 4%	-	-	-
Better compatibility between my different devices/technologies/ services	18 3%	18 3%	13 3%	5 2%	-	-	-
Wanted a specific deal or service not available with my current provider (please specify)	6 1%	6 1%	1 *	5 2% ^b	-	-	-
Other	27 4%	27 4%	13 3%	14 6% ^b	-	-	-

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

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QC5B What made you first consider switching your services. Why did you first decide to review your arrangements?

Base : All who decided not to switch

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	466	233	-	-	-
Weighted Base	699	466	233
Don't know	19	10	9	-	-	-
	3%	3%	2%	4%	-	-

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

QD1Ar1: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to?)
Standard broadband (non-cable/Virgin)

Base : All

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Yes	1260	614	364	250	530	280	245	165	80	285	115	170	93	157	329	249	84
	50%	54%	53%	55%	54%	54%	54%	55%	52%	55%	52%	57%	65% lm	51%	54%	54%	53%
No	745	311	192	119	265	146	133	81	52	132	65	67	30	89	179	127	46
	29%	27%	28%	26%	27%	28%	29% lk	27%	34% lk	25%	29%	23%	21%	29%	29%	28%	29%
Not sure/don't know	524	207	125	82	179	97	76	54	22	103	43	60	20	62	104	82	28
	21%	18%	18%	18%	18%	19%	17%	18%	14%	20%	19%	20%	14%	20%	17%	18%	18%

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

QD1Ar1: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to?)
Standard broadband (non-cable/Virgin)

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	1260	421	248	173	361	188	164	107	57	197	81	116	61	112	224	167	60
	50%	55%	55%	56%	55%	54%	54%	55%	53%	55%	53%	58%	66% ^{un}	52%	55%	56%	56%
No	745	198	116	82	170	88	79	45	34	91	43	48	20	62	107	73	28
	29%	26%	26%	27%	26%	25%	26%	23%	31%	26%	28%	24%	22%	29%	26%	24%	26%
Not sure/don't know	524	144	90	54	125	71	58	41	17	67	30	37	11	43	77	60	19
	21%	19%	20%	17%	19%	20%	19%	21%	16%	19%	19%	18%	12%	20%	19%	20%	18%

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

QD1Ar1: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to?)
Standard broadband (non-cable/Virgin)

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
Yes	1260	364	232	132	282	137	144
	50%	52% ^{ddef}	50% ^{ddef}	57% ^{ddef}	40%	40%	41%
No	745	195	143	52	239	116	123
	29%	28%	31% ^c	22%	34% ^{ac}	34% ^c	35% ^c
Not sure/don't know	524	140	91	49	177	89	88
	21%	20%	20%	21%	25% ^{ab}	26%	25%

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

QD1Ar2: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to?
Superfast fibre broadband (non-cable/Virgin) such as BT Infinity, Sky/TalkTalk fibre broadband

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Yes	1297	633	379	254	543	289	275	171	104	268	118	150	84	170	365	261	90
	51%	56%	56%	56%	56%	55%	61% ^h _{kl}	57%	68% ^a _{bcdegijk}	52%	53%	51%	59%	55%	60%	57%	57%
No	756	317	185	132	277	145	115	78	37	162	67	95	42	90	155	118	40
	30%	28%	27%	29%	28%	28%	25%	26%	24%	31% ^f	30%	32% ^f	29%	29%	25%	26%	25%
Not sure/don't know	476	182	117	65	154	89	64	51	13	90	38	52	17	48	92	79	28
	19%	16% ^h	17% ^h	14%	16% ^h	17% ^h	14%	17% ^h	8%	17% ^h	17% ^h	18% ^h	12%	16%	15%	17%	18%

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

QD1Ar2: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to?
Superfast fibre broadband (non-cable/Virgin) such as BT Infinity, Sky/TalkTalk fibre broadband

Base : All

	Total	LAST 12 MONTH SWITCHERS													Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)							
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107		
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107		
Yes	1297	437	263	174	373	199	184	113	71	189	86	103	51	123	248	177	64		
	51%	57%	58%	56%	57%	57%	61%uk	59%	66%uk	53%	56%	51%	55%	57%	61%	59%	60%		
No	756	208	118	90	183	93	75	49	26	108	44	64	30	60	100	74	25		
	30%	27%	26%	29%	28%	27%	25%	25%	24%	30%	29%	32%	33%	28%	25%	25%	23%		
Not sure/don't know	476	118	73	45	100	55	42	31	11	58	24	34	11	34	60	49	18		
	19%	15%	16%	15%	15%	16%	14%	16%	10%	16%	16%	17%	12%	16%	15%	16%	17%		

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

QD1Ar2: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to?
 Superfast fibre broadband (non-cable/Virgin) such as BT Infinity, Sky/TalkTalk fibre broadband

Base : All

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339
Weighted Base	2529	699	466	233	698	342
Yes	1297	360	239	121	304	164
	51%	52% ^{cd}	51% ^{cd}	52% ^{cd}	44%	48%
No	756	212	144	68	227	109
	30%	30%	31%	29%	33%	32%
Not sure/don't know	476	127	83	44	167	69
	19%	18%	18%	19%	24% ^{ab}	20%
						27% ^{abc}

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

QD1Ar3: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to?)
Standard broadband from Virgin Media

Base : All

	Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Yes	915	464	354	110	398	288	204	166	38	194	122	72	45	65	270	232	66	
	36%	41%chik	52%acdfhik	24%	41%chik	55%acdfhik	45%chik	55%acdfhik	25%	37%chik	55%acdfhik	24%	31%lm	21%	44%	51%ln	42%	
No	1051	440	222	218	379	161	176	96	80	203	65	138	63	155	237	157	61	
	42%	39%begj	33%	48%abdefgij	39%begj	31%	39%bei	32%	52%abdefgij	39%begj	29%	46%abdefgij	44%	50%	39%	34%	39%	
Not sure/don't know	563	228	105	123	197	74	74	38	36	123	36	87	35	88	105	69	31	
	22%	20%beg	15%	27%abdefgij	20%beg	14%	16%	13%	23%bafg	24%bafgij	16%	29%abdefgij	24%	29%	17%	15%	20%	

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

QD1Ar3: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to?)
Standard broadband from Virgin Media

Base : All

	Total	LAST 12 MONTH SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	915	318	241	77	270	193	136	109	27	134	84	50	33	47	184	157	48
	36%	42%chk	53%acd fhik	25%	41%chk	56%acd fhik	45%chk	56%acd fhik	25%	38%chk	55%acd fhik	25%	33%um	22%	45%	52%	45%
No	1051	286	140	146	245	99	108	54	54	137	45	92	40	106	149	95	41
	42%	37%beg	31%	47%abdefgij	37%beg	29%	36%e	28%	50%abdefgij	39%beg	29%	46%abdefgij	43%	49%	37%	32%	38%
Not sure/don't know	563	159	73	86	141	55	57	30	27	84	25	59	22	64	75	48	18
	22%	21%b	16%	28%abdefgij	21%be	16%	19%	16%	25%beg	24%beg	16%	29%abdefgij	24%	29%	18%	16%	17%

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

QD1Ar3: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to?
Standard broadband from Virgin Media

Base : All

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339
Weighted Base	2529	699	466	233	698	342
Yes	915	257	172	85	194	101
	36%	37% df	37% df	36% df	28%	29%
No	1051	285	197	88	326	156
	42%	41%	42%	38%	47% cc	46%
Not sure/don't know	563	157	97	60	178	86
	22%	22%	21%	26%	26%	25%

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

QD1Ar4: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to?)
Superfast/Fibre broadband from Virgin Media

Base : All

	Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Yes	954	478	396	82	404	322	207	175	32	197	147	50	27	55	281	249	74	
	38%	42%chik	58%acdfhik	18%	41%chik	62%acdfhik	46%chik	58%acdfhik	21%	38%chik	66%acdfhik	17%	19%	18%	46%	54%an	47%	
No	1040	459	203	256	397	141	181	89	92	216	52	164	82	174	243	151	62	
	41%	41%begj	30%	57%abdefgj	41%begj	27%	40%begj	30%	60%abdefgj	42%begj	23%	55%abdefgj	57%	56%	40%eo	33%	39%	
Not sure/don't know	535	195	82	113	173	60	66	36	30	107	24	83	34	79	88	58	22	
	21%	17%begj	12%	25%abdefgj	18%begj	11%	15%	12%	19%begj	21%begj	11%	28%abdefgj	24%	26%	14%	13%	14%	

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

QD1Ar4: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to?)
Superfast/Fibre broadband from Virgin Media

Base : All

	Total	LAST 12 MONTH SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	954	336	279	57	285	228	142	119	23	143	109	34	18	39	193	170	51
	38%	44%chk	61%acdfhik	18%	43%chk	66%acdfhik	47%chk	62%acdfhik	21%	40%chk	71%acdfhik	17%	20%	18%	47%	57%an	48%
No	1040	303	131	172	260	88	118	53	65	142	35	107	51	121	161	96	43
	41%	40%begj	29%	56%abdefgij	40%begj	25%	39%begj	27%	60%abdefgij	40%begj	23%	53%abdefgij	55%	56%	39%eo	32%	40%
Not sure/don't know	535	124	44	80	111	31	41	21	20	70	10	60	23	57	54	34	13
	21%	16%bej	10%	26%abdefgj	17%begj	9%	14%j	11%	19%bej	20%befgj	6%	30%abdefghij	25%	26%	13%	11%	12%

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

QD1Ar4: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to?)
Superfast/Fibre broadband from Virgin Media

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
Yes	954 38%	254 36%	176 38% ^f	78 33%	222 32%	117 34%	105 29%
No	1040 41%	302 43%	200 43%	102 44%	279 40%	129 38%	150 42%
Not sure/don't know	535 21%	143 20%	90 19%	53 23%	197 28% ^{ab}	96 28% ^{ab}	101 28% ^{ab}

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

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QD1As: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to? SUMMARY

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Standard broadband (non-cable/Virgin)	1260	614	364	250	530	280	245	165	80	285	115	170	93	157	329	249	84
	50%	54%	53%	55%	54%	54%	54%	55%	52%	55%	52%	57%	65% m	51%	54%	54%	53%
Superfast fibre broadband (non-cable/Virgin) such as BT Infinity, Sky/TalkTalk fibre broadband	1297	633	379	254	543	289	275	171	104	268	118	150	84	170	365	261	90
	51%	56%	56%	56%	56%	55%	61% kl	57%	68% abcdegijk	52%	53%	51%	59%	55%	60%	57%	57%
Standard broadband from Virgin Media	915	464	354	110	398	288	204	166	38	194	122	72	45	65	270	232	66
	36%	41% chk	52% acdfhik	24%	41% chk	55% acdfhik	45% chk	55% acdfhik	25%	37% chk	55% acdfhik	24%	31% m	21%	44%	51% n	42%
Superfast/Fibre broadband from Virgin Media	954	478	396	82	404	322	207	175	32	197	147	50	27	55	281	249	74
	38%	42% chk	58% acdfhik	18%	41% chk	62% acdfhik	46% chk	58% acdfhik	21%	38% chk	66% acdfhik	17%	19%	18%	46%	54% n	47%
NET: SUPERFAST BROADBAND	1681	810	542	268	687	419	351	242	109	336	177	159	87	181	474	365	123
	66%	72% ckik	80% acdfhik	59%	71% ckik	80% acdfhik	77% acdfhik	81% acdfhik	71% ckk	65% kl	79% acdfhik	54%	61%	59%	77%	80%	79%
None	352	119	38	81	111	30	39	17	22	72	13	59	13	68	47	25	8
	14%	11% begj	6%	18% abdefgj	11% begj	6%	9% ab	6%	14% defgj	14% abefgj	6%	20% abdefgj	9%	22% kl	8%	5%	5%

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

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Table 255

QD1As: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to? SUMMARY

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Total Triple & SAPT TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT TV (n)	Triple CPS & SAPT TV CPS (o)	SAPT TV CPS (p)
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Standard broadband (non-cable/Virgin)	1260 50%	421	248	173	361	188	164	107	57	197	81	116	61	112	224	167	60
Superfast fibre broadband (non-cable/Virgin) such as BT Infinity, Sky/TalkTalk fibre broadband	1297 51%	437	263	174	373	199	184	113	71	189	86	103	51	123	248	177	64
		57%	58%	56%	57%	57%	61% dk	59%	66% dk	53%	56%	51%	55%	57%	61%	59%	60%
Standard broadband from Virgin Media	915 36%	318	241	77	270	193	136	109	27	134	84	50	30	47	184	157	48
		42% chk	53% acdfhik	25%	41% chk	56% acdfhik	45% chk	56% acdfhik	25%	38% chk	55% acdfhik	25%	33% lm	22%	45%	52%	45%
Superfast/Fibre broadband from Virgin Media	954 38%	336	279	57	285	228	142	119	23	143	109	34	18	39	193	170	51
		44% chk	61% acdfhik	18%	43% chk	66% acdfhik	47% chk	62% acdfhik	21%	40% chk	71% abcdfhik	17%	20%	18%	47%	57% nl	48%
NET: SUPERFAST BROADBAND	1681 66%	557	373	184	472	288	234	159	75	238	129	109	53	131	319	244	85
		73% lcik	82% acdfhik	60%	72% ck	83% acdfhik	78% lcik	82% acdfhik	69% dk	67% ck	84% acdfhik	54%	58%	60%	78%	81%	79%
None	352 14%	75	22	53	71	18	27	11	16	44	7	37	7	46	31	15	4
		10% bej	5%	17% abdefgj	11% begj	5%	9% ab	6%	15% abegj	12% abegj	5%	18% abdefgj	8%	21% ab	8%	5%	4%

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

QD1As: - Which of the following services are available in your home? (i.e. are they available for you to subscribe to if you chose to? SUMMARY

Base : All

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339
Weighted Base	2529	699	466	233	698	342
Standard broadband (non-cable/Virgin)	1260	364	232	132	282	137
	50%	52% ^{def}	50% ^{def}	57% ^{def}	40%	40%
Superfast fibre broadband (non-cable/Virgin) such as BT Infinity, Sky/TalkTalk fibre broadband	1297	360	239	121	304	164
	51%	52% ^{df}	51% ^{df}	52% ^{df}	44%	48%
Standard broadband from Virgin Media	915	257	172	85	194	101
	36%	37% ^{df}	37% ^{df}	36% ^{df}	28%	29%
Superfast/Fibre broadband from Virgin Media	954	254	176	78	222	117
	38%	36%	38% ^f	33%	32%	34%
NET: SUPERFAST BROADBAND	1681	458	311	147	413	216
	66%	66% ^{df}	67% ^{df}	63%	59%	63%
None	352	95	63	32	138	65
	14%	14%	14%	14%	20% ^{ab}	19%
						20% ^{ab}

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

QD1B: Do you subscribe to or receive any of the following additional TV or video services?

Base : All

Total	LAST 2 YEAR SWITCHERS															Cancel		PAY TV		
	Switcher Sample groups											Total Triple & SAPTV	Triple CPS & SAPTV CPS	SAPTV CPS						
	Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)				
2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158				
2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158				
674	332	226	106	270	164	151	106	45	119	58	61	37	69	213	168	62				
27%	29% cik	33% cdijk	24%	28% ik	31% cik	33% cdik	35% acdijk	29% k	23%	26%	21%	26%	22%	35%	37%	39%				
459	197	125	72	166	94	88	63	25	78	31	47	26	46	119	94	31				
18%	17%	18%	16%	17%	18%	19%	21% ij	16%	15%	14%	16%	18%	15%	19%	21%	20%				
353	147	103	44	117	73	79	61	18	38	12	26	14	30	109	91	30				
14%	13% ijk	15% cdijk	10%	12% ij	14% cdijk	17% acdijk	20% abcdehijk	12% j	7%	5%	9%	10%	10%	18%	20%	19%				
302	137	86	51	116	65	56	36	20	60	29	31	15	36	77	57	21				
12%	12%	13%	11%	12%	12%	12%	12%	13%	12%	13%	10%	10%	12%	13%	12%	13%				
170	92	59	33	73	40	35	25	10	38	15	23	12	21	54	44	19				
7%	8%	9%	7%	7%	8%	8%	8%	6%	7%	7%	8%	8%	7%	9%	10%	12%				
127	66	37	29	48	19	26	11	15	22	8	14	10	19	44	29	18				
5%	6%	5%	6% e	5%	4%	6%	4%	10% bddegijk	4%	4%	5%	7%	6%	7%	6%	11% o				
42	23	15	8	15	7	5	2	3	10	5	5	5	3	13	10	8				
2%	2%	2%	2%	2%	1%	1%	1%	2%	2%	2%	2%	3%	1%	2%	2%	5% n				
22	14	9	5	8	3	4	-	4	4	3	1	3	2	10	6	6				
1%	1%	1% g	1%	1%	1%	1%	-	3% degh	1%	1% d	*	2%	1%	2%	1%	4%				
26	9	6	3	7	4	1	-	1	6	4	2	2	1	3	2	2				
1%	1%	1%	1%	1%	1%	*	-	1%	1%	2% fg	1%	1%	*	*	*	1%				
1179	509	280	229	463	234	183	113	70	280	121	159	69	160	229	159	46				
47%	45% g	41%	51% abfg	48% bfg	45% g	40%	38%	45%	54% abdefg	54% abefg	54% abefg	48%	52%	37%	35%	29%				
962	470	307	163	383	220	204	137	67	179	83	96	54	109	291	224	87				
38%	42% cik	45% cdijk	36%	39% k	42% dk	45% cdik	46% cik	44% dk	34%	37%	32%	38%	35%	48%	49%	55%				
661	286	184	102	236	134	135	99	36	101	35	66	34	68	185	149	50				
26%	25% ij	27% ij	23% j	24% ij	26% ij	30% cdijk	33% acdheijk	23%	19%	16%	22%	24%	22%	30%	33%	32%				

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

QD1B: Do you subscribe to or receive any of the following additional TV or video services?

Base : All

Total	LAST 12 MONTH SWITCHERS																
	Switcher Sample groups												Cancel		PAY TV		
	Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107	
2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107	
674	220	150	70	174	104	103	72	31	71	32	39	26	44	149	118	46	
27%	29% cdijk	33% cdijk	23%	27% dk	30% cdijk	34% cdijk	37% acdijk	29%	20%	21%	19%	28%	20%	37%	39%	43%	
459	126	77	49	110	61	52	37	15	58	24	34	17	32	68	53	16	
18%	17%	17%	16%	17%	18%	17%	19%	14%	16%	16%	17%	18%	15%	17%	18%	15%	
353	98	67	31	81	50	49	39	10	32	11	21	10	21	66	56	17	
14%	13% j	15% aj	10%	12%	14% dj	16% cdij	20% acdhiijk	9%	9%	7%	10%	11%	10%	16%	19%	16%	
302	95	63	32	77	45	40	27	13	37	18	19	12	20	58	45	18	
12%	12%	14%	10%	12%	13%	13%	14%	12%	10%	12%	9%	13%	9%	14%	15%	17%	
170	69	46	23	52	29	26	18	8	26	11	15	9	14	43	35	17	
7%	9%	10%	7%	8%	8%	9%	9%	7%	7%	7%	7%	10%	6%	11%	12%	16%	
127	41	23	18	31	13	18	7	11	13	6	7	7	11	28	17	10	
5%	5%	5%	6%	5%	4%	6%	4%	10% abdegijk	4%	4%	3%	8%	5%	7%	6%	9%	
42	16	11	5	11	6	5	2	3	6	4	2	4	1	10	7	5	
2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	3%	1%	4% m	*	2%	2%	5%	
22	10	5	5	7	2	4	-	4	3	2	1	3	2	7	3	3	
1%	1%	1%	2%	1%	1%	1%	-	4% degijk	1%	1%	*	3%	1%	2%	1%	3%	
26	7	4	3	6	3	1	-	1	5	3	2	2	1	2	1	1	
1%	1%	1%	1%	1%	1%	*	-	1%	1%	2%	1%	2%	*	*	*	1%	
1179	339	187	152	309	157	118	69	49	191	88	103	39	113	148	99	30	
47%	44% g	41%	49% bfjg	47% dfg	45% g	39%	36%	45%	54% abdefg	57% abdefg	51% bfjg	42%	52%	36%	33%	28%	
962	315	206	109	252	143	141	94	47	111	49	62	39	70	204	157	63	
38%	41% dijk	45% cdijk	35%	38% di	41% dijk	47% cdijk	49% cdijk	44% dk	31%	32%	31%	42%	32%	50%	52%	59%	
661	190	118	72	162	90	85	62	23	77	28	49	23	49	113	90	28	
26%	25%	26%	23%	25%	26%	28% dj	32% acdhiij	21%	22%	18%	24%	25%	23%	28%	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
 * small base

QD1B: Do you subscribe to or receive any of the following additional TV or video services?

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
Netflix	674 27%	171 24%	113 24%	58 25%	171 25%	96 28%	75 21%
A Sky sport service	459 18%	140 20%	89 19%	51 22%	122 18%	67 20%	55 16%
A BT sport service	353 14%	109 16%	77 17%	32 14%	97 14%	42 12%	55 15%
Amazon Prime Instant TV	302 12%	91 13%	62 13%	29 12%	74 11%	40 12%	34 10%
Now TV	170 7%	43 6%	32 7%	11 5%	35 5%	13 4%	22 6%
Apple TV / iTunes	127 5%	37 5%	26 6% ^a	11 5%	24 3%	17 5%	8 2%
Blinkbox	42 2%	10 1%	7 2%	3 1%	9 1%	3 1%	6 2%
Paid YouTube subscription services	22 1%	4 1%	3 1%	1 *	4 1%	4 1%	- -
Other	26 1%	11 2%	7 2%	4 2%	6 1%	1 *	5 1%
None of these	1179 47%	314 45%	206 44%	108 46%	356 51%	159 46%	197 56% ^{a,b}
NET: NON-SPORT	962 38%	257 37% ^a	174 37% ^a	83 36%	235 34%	133 39% ^a	102 29%
NET: SPORT	661 26%	199 28%	135 29%	64 27%	176 25%	91 27%	85 24%

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

QD1B_2r1: Netflix - How do you pay for the following services?

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Receive it as part of my package	68 3%	33 3%	27 4% cl	6 1%	26 3%	20 4% cl k	20 4% cl k	17 6% acdijl	3 2%	6 1%	3 1%	3 1%	1 1%	5 2%	27 4%	24 5%	7 4%
Subscribe to it separately	600 24%	296 26% kl	198 29% cdik	98 22%	241 25% k	143 27% cl k	131 29% cl k	89 30% cl k	42 27% k	110 21%	54 24%	56 19%	35 24%	63 20%	186 30%	144 31%	55 35%
Don't know	7 *	3 *	1 *	2 *	3 *	1 *	- -	- -	- -	3 1%	1 *	2 1%	1 1%	1 *	- -	- -	- -
Do not subscribe to this service	1855 73%	800 71% g	455 67%	345 76% abefg	704 72% blg	359 69%	303 67%	194 65%	109 71%	401 77% abdefg	165 74% bg	236 79% abdefgh	106 74%	239 78%	399 65%	290 63%	96 61%

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

QD1B_2r1: Netflix - How do you pay for the following services?

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Receive it as part of my package	68 3%	24 3%	20 4%ci	4 1%	18 3%	14 4%ci	13 4%ci	12 6%acdhi	1 1%	5 1%	2 1%	3 1%	1 1%	3 1%	19 5%	18 6%	6 6%
Subscribe to it separately	600 24%	194 25%ik	130 29%cijk	64 21%	154 23%ik	90 26%ik	90 30%cdijk	60 31%cdijk	30 18%	64 18%	30 19%	34 17%	24 26%	40 18%	130 32%	100 33%	40 37%
Don't know	7 *	2 *	-	2 1%	2 *	-	-	-	-	2 1%	-	2 1%b	1 1%	1 *	-	-	-
Do not subscribe to this service	1855 73%	543 71%g	304 67%	239 77%abefg	482 73%bfg	243 70%	198 66%	121 63%	77 71%	284 80%abdefg	122 79%abefg	162 81%abdefg	66 72%	173 80%	259 63%	182 61%	61 57%

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

QD1B_2r1: Netflix - How do you pay for the following services?

Base : All

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339
Weighted Base	2529	699	466	233	698	342
Receive it as part of my package	68 3%	19 3%	16 3%	3 1%	16 2%	11 3%
Subscribe to it separately	600 24%	148 21%	95 20%	53 23%	156 22%	85 25%
Don't know	7 *	4 1%	2 *	2 1%	-	-
Do not subscribe to this service	1855 73%	528 76%	353 76%	175 75%	527 75%	246 72%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/f

QD1B_2r2: Amazon Prime Instant TV - How do you pay for the following services?

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Receive it as part of my package	23	8	2	6	7	1	2	-	2	5	1	4	2	4	3	1	1
	1%	1%	*	1% ^{beq}	1%	*	*	-	1% ^{qg}	1%	*	1% ^{eq}	1%	1%	*	*	1%
Subscribe to it separately	272	125	81	44	106	62	53	35	18	53	27	26	12	32	72	54	19
	11%	11%	12%	10%	11%	12%	12%	12%	12%	10%	12%	9%	8%	10%	12%	12%	12%
Don't know	8	4	3	1	3	2	1	1	-	2	1	1	1	-	2	2	1
	*	*	*	*	*	*	*	*	-	*	*	*	1%	-	*	*	1%
Do not subscribe to this service	2227	995	595	400	858	458	398	264	134	460	194	266	128	272	535	401	137
	88%	88%	87%	89%	88%	88%	88%	88%	87%	88%	87%	90%	90%	88%	87%	88%	87%

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

QD1B_2r2: Amazon Prime Instant TV - How do you pay for the following services?

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Receive it as part of my package	23	5	-	5	5	-	1	-	1	4	-	4	2	3	1	-	-
1%	1%	-	2% ^{de}	1%	-	*	*	-	1% ^{db}	1% ^{be}	-	2% ^{beg}	2%	1%	*	-	-
Subscribe to it separately	272	86	60	26	69	43	38	26	12	31	17	14	9	17	55	43	17
11%	11%	13% ^{cik}	8%	11%	12% ^k	13% ^k	13% ^k	11%	9%	11%	7%	10%	10%	8%	13%	14%	16%
Don't know	8	4	3	1	3	2	1	1	-	2	1	1	1	-	2	2	1
*	*	1%	1%	*	*	1%	*	1%	-	1%	1%	*	1%	-	*	1%	1%
Do not subscribe to this service	2227	668	391	277	579	302	261	166	95	318	136	182	80	197	350	255	89
	88%	88%	86%	90%	88%	87%	87%	86%	88%	90%	88%	91%	87%	91%	86%	85%	83%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
 * small base

QD1B_2r2: Amazon Prime Instant TV - How do you pay for the following services?

Base : All

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339
Weighted Base	2529	699	466	233	698	342
Receive it as part of my package	23 1%	9 1%	8 2%	1 *	6 1%	4 1%
Subscribe to it separately	272 11%	81 12%	53 11%	28 12%	66 9%	34 10%
Don't know	8 *	1 *	1 *	- -	3 *	2 1%
Do not subscribe to this service	2227 88%	608 87%	404 87%	204 88%	624 89%	302 88%
						321 90%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/f

QD1B_2r3: Now TV - How do you pay for the following services?

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Receive it as part of my package	13 1%	9 1%	5 1%	4 1%	6 1%	2 *	3 1%	1 *	2 1%	3 1%	1 *	2 1%	3 2%	1 *	6 1%	4 1%	3 2%
Subscribe to it separately	149 6%	82 7%	53 8%	29 6%	66 7%	37 7%	31 7%	23 8%	8 5%	35 7%	14 6%	21 7%	9 6%	20 6%	47 8%	39 9%	16 10%
Don't know	8 *	1 *	1 *	- -	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 *	- -
Do not subscribe to this service	2359 93%	1040 92%	622 91%	418 93%	901 93%	483 92%	419 92%	275 92%	144 94%	482 93%	208 93%	274 92%	131 92%	287 93%	558 91%	414 90%	139 88%

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

QD1B_2r3: Now TV - How do you pay for the following services?

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual		Triple CPS &		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Receive it as part of my package	13 1%	7 1%	4 1%	3 1%	5 1%	2 1%	3 1%	1 1%	2 2%	2 1%	1 1%	1 *	3 3% ^{nm}	-	5 1%	3 1%	2 2%
Subscribe to it separately	149 6%	61 8%	41 9%	20 6%	46 7%	26 7%	22 7%	16 8%	6 6%	24 7%	10 6%	14 7%	6 7%	14 6%	37 9%	31 10%	15 14%
Don't know	8 *	1 *	1 *	-	1 *	1 *	1 *	1 1%	-	-	-	-	-	-	1 *	1 *	-
Do not subscribe to this service	2359 93%	694 91%	408 90%	286 93%	604 92%	318 92%	275 91%	175 91%	100 93%	329 93%	143 93%	186 93%	83 90%	203 94%	365 89%	265 88%	90 84%

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

QD1B_2r3: Now TV - How do you pay for the following services?

Base : All

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	359
Weighted Base	2529	699	466	233	698	356
Receive it as part of my package	13 1%	3 *	1 *	2 1%	1 *	1 *
Subscribe to it separately	149 6%	37 5%	29 6%	8 3%	30 4%	12 4%
Don't know	8 *	3 *	2 *	1 *	4 1%	- 1%
Do not subscribe to this service	2359 93%	656 94%	434 93%	222 95%	663 95%	330 96%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/f

QD1B_2r4: Apple TV / iTunes - How do you pay for the following services?

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT V (n)	Triple CPS & SAPT V CPS (o)	SAPT V CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Receive it as part of my package	13 1%	5 *	3 *	2 *	4 *	2 *	1 *	1 *	- *	3 1%	1 *	2 1%	1 1%	1 *	2 *	2 *	1 1%
Subscribe to it separately	106 4%	55 5%	29 4%	26 6% ^{cd}	41 4%	15 3%	22 5%	8 3%	14 9% ^{abdegijk}	19 4%	7 3%	12 4%	9 6%	17 6%	36 6%	22 5%	14 9%
Don't know	8 *	6 1%	5 1%	1 *	3 *	2 *	3 1%	2 1%	1 1%	- -	- -	- -	- -	1 *	6 1%	5 1%	3 2%
Do not subscribe to this service	2402 95%	1066 94%	644 95% ^{dh}	422 94%	926 95% ^{dh}	504 96% ^{ch}	428 94%	289 96% ^{dh}	139 90%	498 96% ^{dh}	215 96% ^{dh}	283 95% ^{dh}	133 93%	289 94%	568 93%	429 94% ^p	140 89%

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

QD1B_2r4: Apple TV / iTunes - How do you pay for the following services?

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Receive it as part of my package	13 1%	4 1%	2 *	2 1%	3 *	1 *	- -	- -	- -	3 1%	1 1%	2 1%	1 1%	1 *	1 *	1 *	1 1%
Subscribe to it separately	106 4%	32 4%	17 4%	15 5%	25 4%	10 3%	15 5%	5 3%	10 3% 8%abdegijk	10 3%	5 3%	5 2%	6 7%	9 4%	22 5%	12 4%	7 7%
Don't know	8 *	5 1%	4 1%	1 *	3 *	2 1%	3 1%	2 1%	1 1%	- -	- -	- -	- -	1 *	5 1%	4 1%	2 2%
Do not subscribe to this service	2402 95%	722 95%h	431 95%h	291 94%	625 95%h	334 96%h	283 94%	186 95%h	97 90%	342 96%h	148 96%h	194 97%h	85 92%	206 95%	380 93%	283 94%	97 91%

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

QD1B_2r4: Apple TV / iTunes - How do you pay for the following services?

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
Receive it as part of my package	13 1%	4 1%	4 1%	- -	4 1%	3 1%	1 *
Subscribe to it separately	106 4%	32 5%	22 5%	10 4%	19 3%	12 4%	7 2%
Don't know	8 *	1 *	- -	1 *	1 *	1 *	- -
Do not subscribe to this service	2402 95%	662 95%	440 94%	222 95%	674 97%	326 95%	348 98% ^a

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

QD1B_2r5: Paid YouTube subscription services - How do you pay for the following services?

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Receive it as part of my package	12	7	5	2	4	2	2	-	2	2	2	-	2	-	5	3	3
	*	1%	1%	*	*	*	*	-	1%gk	*	1%	-	1%gm	-	1%	1%	2%
Subscribe to it separately	9	6	3	3	4	1	2	-	2	2	1	1	1	2	4	2	2
	*	1%	*	1%	*	*	*	-	1%g	*	*	*	1%	1%	1%	*	1%
Don't know	1	1	1	-	-	-	-	-	-	-	-	-	-	-	1	1	1
	*	*	*	-	-	-	-	-	-	-	-	-	-	-	*	*	1%
Do not subscribe to this service	2507	1118	672	446	966	520	450	300	150	516	220	296	140	306	602	452	152
	99%	99%	99%	99%	99%h	99%h	99%	100%bhj	97%	99%	99%	100%h	98%	99%	98%	99%	96%

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

QD1B_2r5: Paid YouTube subscription services - How do you pay for the following services?

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Receive it as part of my package	12	5	3	2	3	1	2	-	2	1	1	-	2	-	4	2	2
	*	1%	1%	1%	*	*	1%	-	2%	*	1%	-	2% am	-	1%	1%	2%
Subscribe to it separately	9	5	2	3	4	1	2	-	2	2	1	1	1	2	3	1	1
	*	1%	*	1%	1%	*	1%	-	2%	1%	1%	*	1%	1%	1%	*	1%
Don't know	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Do not subscribe to this service	2507	753	449	304	649	345	297	193	104	352	152	200	89	215	401	297	104
	99%	99%	99%	98%	99% h	99% h	99%	100% h	96%	99% h	99%	100% h	97%	99%	98%	99%	97%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
 * small base

QD1B_2r5: Paid YouTube subscription services - How do you pay for the following services?

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
Receive it as part of my package	12 *	1 *	1 *	- -	4 1%	4 1%	- -
Subscribe to it separately	9 *	3 *	2 *	1 *	- -	- -	- -
Don't know	1 *	- -	- -	- -	- -	- -	- -
Do not subscribe to this service	2507 99%	695 99%	463 99%	232 100%	694 99%	339 99%	356 100%

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

QD1B_2r6: Blinkbox - How do you pay for the following services?

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Receive it as part of my package	3*	2	1	1	1	-	1	-	1	-	-	-	1	-	2	1	1
	*	*	*	*	*	-	*	-	1%	-	-	-	1%	-	*	*	1%
Subscribe to it separately	38	20	14	6	13	7	4	2	2	9	5	4	3	3	11	9	7
	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%	2%	4%
Don't know	1	1	-	1	1	-	-	-	-	1	-	1	1	-	-	-	-
	*	*	-	*	*	-	-	-	-	*	-	*	1%	-	-	-	-
Do not subscribe to this service	2487	1109	666	443	959	516	449	298	151	510	218	292	138	305	599	448	150
	98%	98%	98%	98%	98%	99%	99%	99%	98%	98%	98%	98%	97%	99%	98% ^p	98%	95%

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

QD1B_2r6: Blinkbox - How do you pay for the following services?

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual		Triple/ Dual		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Receive it as part of my package	3*	1*	-	1*	1*	-	1*	-	1*	-	-	-	1	-	1	-	-
Subscribe to it separately	38	14	11	3	9	6	4	2	2	5	4	1	2	1	9	7	5
Don't know	1*	1*	-	1*	1*	-	-	-	-	1*	-	1*	1*	-	-	-	-
Do not subscribe to this service	2487	747	443	304	645	341	296	191	105	349	150	199	88	216	398	293	102
	98%	98%	98%	98%	98%	98%	98%	99%	97%	98%	97%	99%	96%	100% ^a	98%	98%	95%

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

QD1B_2r6: Blinkbox - How do you pay for the following services?

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
Receive it as part of my package	3 *	1 *	1 *	-	-	-	-
Subscribe to it separately	38 1%	9 1%	6 1%	3 1%	9 1%	3 1%	6 2%
Don't know	1 *	-	-	-	-	-	-
Do not subscribe to this service	2487 98%	689 99%	459 98%	230 99%	689 99%	340 99%	350 98%

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

QD1B_2r7: A BT sport service - How do you pay for the following services?

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Receive it as part of my package	275 11%	117	86	31	94	63	70	57	13	24	6	18	9	22	93	80	23
		10%cdijk	13%cdijk	7%j	10%dj	12%cdijk	15%acdhijk	19%abcdehijk	8%j	5%	3%	6%	6%	7%	15%	17%	15%
Subscribe to it separately	75 3%	29	16	13	23	10	9	4	5	14	6	8	5	8	15	10	6
		3%	2%	3%	2%	2%	2%	1%	3%	3%	3%	3%	3%	3%	2%	2%	4%
Don't know	3 *	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	1 *	1 *	1 1%
Do not subscribe to this service	2176 86%	985	578	407	857	450	375	239	136	482	211	271	129	278	503	367	128
		87%dfg	85%g	90%befg	88%fg	86%g	83%	80%	86%g	93%abdefg	95%abdefgh	91%abefg	90%	90%	82%	80%	81%

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

QD1B_2r7: A BT sport service - How do you pay for the following services?

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Receive it as part of my package	275 11%	80 10% ij	57 13% cijk	23 7%	66 10% ij	43 12% cijk	46 15% acdijk	37 19% abcdehijk	9 8%	20 6%	6 4%	14 7%	6 7%	17 8%	60 15%	51 17%	14 13%
Subscribe to it separately	75 3%	17 2%	9 2%	8 3%	15 2%	7 2%	3 1%	2 1%	1 1%	12 3% l	5 3%	7 3%	4 4%	4 2%	5 1%	4 1%	2 2%
Don't know	3 *	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	1 *	1 *	1 1%
Do not subscribe to this service	2176 86%	665 87% g	387 85%	278 90% fg	575 88% g	297 86%	252 84%	154 80%	98 91% g	323 91% befg	143 93% abefg	180 90% g	82 89%	196 90%	342 84%	244 81%	90 84%

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

QD1B_2r7: A BT sport service - How do you pay for the following services?

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
Receive it as part of my package	275 11%	79 11%	57 12%	22 9%	79 11%	35 10%	44 12%
Subscribe to it separately	75 3%	28 4%	18 4%	10 4%	18 3%	7 2%	11 3%
Don't know	3 *	2 *	2 *	- -	- -	- -	- -
Do not subscribe to this service	2176 86%	590 84%	389 83%	201 86%	601 86%	301 88%	301 85%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/f

QD1B_2r8: A Sky sport service - How do you pay for the following services?

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Receive it as part of my package	356 14%	163 14%	104 15%	59 13%	137 14%	78 15%	71 16%	51 17%	20 13%	66 13%	27 12%	39 13%	18 13%	41 13%	97 16%	77 17%	26 16%
Subscribe to it separately	99 4%	31 3%	20 3%	11 2%	26 3%	15 3%	16 4%	12 4%	4 3%	10 2%	3 1%	7 2%	6 4%	5 2%	21 3%	17 4%	5 3%
Don't know	4 *	3 *	1 *	2 *	3 *	1 *	1 *	- 1%	1 1%	2 *	1 *	1 *	2 1% un	- -	1 *	- -	- -
Do not subscribe to this service	2070 82%	935 83%	556 82%	379 84%	808 83%	429 82%	366 81%	237 79%	129 84%	442 85% g	192 86% g	250 84%	117 82%	262 85%	493 81%	364 79%	127 80%

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

QD1B_2r8: A Sky sport service - How do you pay for the following services?

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Receive it as part of my package	356 14%	102 13%	63 14%	39 13%	89 14%	50 14%	41 14%	30 16%	11 10%	48 14%	20 13%	28 14%	11 12%	28 13%	54 13%	43 14%	13 12%
Subscribe to it separately	99 4%	22 3%	13 3%	9 3%	19 3%	10 3%	10 3%	7 4%	3 3%	9 3%	3 2%	6 3%	5 5%	4 2%	13 3%	10 3%	3 3%
Don't know	4 *	2 *	1 *	1 *	2 *	1 *	1 *	- 1%	1 1%	1 *	1 1%	- -	1 1%	- -	1 *	- -	- -
Do not subscribe to this service	2070 82%	637 83%	377 83%	260 84%	546 83%	286 82%	249 83%	156 81%	93 86%	297 84%	130 84%	167 83%	75 82%	185 85%	340 83%	247 82%	91 85%

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

QD1B_2r8: A Sky sport service - How do you pay for the following services?

Base : All

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339
Weighted Base	2529	699	466	233	698	342
Receive it as part of my package	356 14%	101 14%	62 13%	39 17%	92 13%	49 14%
Subscribe to it separately	99 4%	38 5%	26 6%	12 5%	30 4%	18 5%
Don't know	4 *	1 *	1 *	-	-	-
Do not subscribe to this service	2070 82%	559 80%	377 81%	182 78%	576 82%	276 80%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/f

QD1B_2r9: 'Other' - How do you pay for the following services?

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Receive it as part of my package	9	7	4	3	5	2	1	-	1	4	2	2	2	1	3	2	2
	*	1%	1%	1%	1%	*	*	-	1%	1%	1%	1%	1%	*	*	*	1%
Subscribe to it separately	14	2	2	-	2	2	-	-	-	2	2	-	-	-	-	-	-
	1%	*	*	-	*	*	-	-	-	*	1%	-	-	-	-	-	-
Don't know	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Do not subscribe to this service	2503	1123	675	448	967	519	453	300	153	514	219	295	141	307	609	456	156
	99%	99%	99%	99%	99%	99%	100%	100%	99%	99%	98%	99%	99%	100%	100%	100%	99%

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

QD1B_2r9: 'Other' - How do you pay for the following services?

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual		Triple/ Dual		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Receive it as part of my package	9	6	3	3	5	2	1	-	1	4	2	2	2	1	2	1	1
	*	1%	1%	1%	1%	1%	*	-	1%	1%	1%	1%	2%	*	*	*	1%
Subscribe to it separately	14	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-
	1%	*	*	-	*	*	-	-	-	*	1%	-	-	-	-	-	-
Don't know	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Do not subscribe to this service	2503	756	450	306	650	344	300	193	107	350	151	199	90	216	406	299	106
	99%	99%	99%	99%	99%	99%	100%	100%	99%	99%	98%	99%	98%	100%	100%	100%	99%

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

QD1B_2r9: 'Other' - How do you pay for the following services?

Base : All

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339
Weighted Base	2529	699	466	233	698	356
Receive it as part of my package	9 *	2 *	1 *	1 *	* *	* *
Subscribe to it separately	14 1%	7 1%	5 1%	2 1%	5 1%	1 1%
Don't know	2 *	2 *	1 *	1 *	- *	* *
Do not subscribe to this service	2503 99%	688 98%	459 98%	229 98%	692 99%	341 100%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/f

QD1B_2 - How do you pay for the following services? SUMMARY - RECEIVE AS PACKAGE

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT V (n)	Triple CPS & SAPT V CPS (o)	SAPT V CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Netflix	68 3%	33	27	6	26	20	20	17	3	6	3	3	1	5	27	24	7
		3% aj	4% cdik	1%	3%	4% cdik	4% cdijk	6% acdijk	2%	1%	1%	1%	1%	2%	4%	5%	4%
Amazon Prime Instant TV	23 1%	8	2	6	7	1	2	-	2	5	1	4	2	4	3	1	1
		1%	*	1% beqj	1%	*	*	1% g	1%	*	1% eg	1%	1%	1%	*	*	1%
Now TV	13 1%	9	5	4	6	2	3	1	2	3	1	2	3	1	6	4	3
		1%	1%	1%	1%	*	1%	*	1%	1%	*	1%	2%	*	1%	1%	2%
Apple TV / iTunes	13 1%	5	3	2	4	2	1	1	-	3	1	2	1	1	2	2	1
		*	*	*	*	*	*	*	-	1%	*	1%	1%	*	*	*	1%
Paid YouTube subscription services	12 *	7	5	2	4	2	2	-	2	2	2	-	2	-	5	3	3
		1%	1%	*	*	*	*	1% gk	1%	*	1%	-	1% am	-	1%	1%	2%
Blinkbox	3 *	2	1	1	1	-	1	-	1	-	-	-	1	-	2	1	1
		*	*	*	*	-	-	-	1%	-	-	-	1%	-	*	*	1%
A BT sport service	275 11%	117	86	31	94	63	70	57	13	24	6	18	9	22	93	80	23
		10% cdijk	13% cdijk	7% j	10% aj	12% cdijk	15% acdijk	19% abcdehijk	8% j	5%	3%	6%	6%	7%	15%	17%	15%
A Sky sport service	356 14%	163	104	59	137	78	71	51	20	66	27	39	18	41	97	77	26
		14%	15%	13%	14%	15%	16%	17%	13%	13%	12%	13%	13%	13%	16%	17%	16%
Other service	9 *	7	4	3	5	2	1	-	1	4	2	2	2	1	3	2	2
		1%	1%	1%	1%	*	*	-	1%	1%	1%	1%	1%	*	*	*	1%
None of these	1900 75%	838	487	351	737	386	315	200	115	422	186	236	111	240	416	301	101
		74% g	72%	78% abfg	76% fg	74% g	69%	67%	75%	61% abdefg	63% abdefgh	79% abfg	78%	78%	68%	66%	64%
NET: NON-SPORT	114 5%	58	42	16	43	27	27	19	8	16	8	8	7	9	42	34	15
		5%	6% ik	4%	4%	5%	6% ik	6% ik	5%	3%	4%	3%	5%	3%	7%	7%	9%
NET: SPORT	548 22%	248	163	85	205	120	121	89	32	84	31	53	26	59	164	132	43
		22% aj	24% cdijk	19%	21% aj	23% aj	27% acdijk	30% acdehijk	21%	16%	14%	18%	18%	19%	27%	29%	27%

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

QD1B_2 - How do you pay for the following services? SUMMARY - RECEIVE AS PACKAGE

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Netflix	68 3%	24 3%	20 4%ci	4 1%	18 3%	14 4%ci	13 4%ci	12 6%acdhi	1 1%	5 1%	2 1%	3 1%	1 1%	3 1%	19 5%	18 6%	6 6%
Amazon Prime Instant TV	23 1%	5 1%	- 2%be	5 1%	5 1%	- *	1 *	- 1%b	1 1%be	4 1%	- 2%bej	4 2%	2 1%	3 1%	1 *	- -	- -
Now TV	13 1%	7 1%	4 1%	3 1%	5 1%	2 1%	3 1%	1 1%	2 2%	2 1%	1 1%	1 *	3 3%am	- -	5 1%	3 1%	2 2%
Apple TV / iTunes	13 1%	4 1%	2 *	2 1%	3 *	1 *	- -	- -	- -	3 1%	1 1%	2 1%	1 1%	1 *	1 *	1 *	1 1%
Paid YouTube subscription services	12 *	5 1%	3 1%	2 1%	3 *	1 *	2 1%	- -	2 2%	1 *	1 1%	- -	2 2%am	- -	4 1%	2 1%	2 2%
Blinkbox	3 *	1 *	- -	1 *	1 *	- -	1 *	- 1%b	1 1%	- -	- -	- -	1 1%	- -	1 *	- -	- -
A BT sport service	275 11%	80 10%ij	57 13%ci	23 7%	66 10%ij	43 12%ci	46 15%acdijk	37 19%abcdehijk	9 8%	20 6%	6 4%	14 7%	6 7%	17 8%	60 15%	51 17%	14 13%
A Sky sport service	356 14%	102 13%	63 14%	39 13%	89 14%	50 14%	41 14%	30 16%	11 10%	48 14%	20 13%	28 14%	11 12%	28 13%	54 13%	43 14%	13 12%
Other service	9 *	6 1%	3 1%	3 1%	5 1%	2 1%	1 *	- -	1 1%	4 1%	2 1%	2 1%	2 2%	1 *	2 *	1 *	1 1%
None of these	1900 75%	567 74%g	328 72%	239 77%g	493 75%g	254 73%	212 70%	129 67%	83 77%	281 79%bfg	125 81%bfg	156 78%g	70 76%	169 78%	286 70%	203 68%	74 69%
NET: NON-SPORT	114 5%	41 5%	29 6%	12 4%	30 5%	18 5%	18 6%	13 7%	5 5%	12 3%	5 3%	7 3%	7 8%am	5 2%	29 7%	24 8%	11 10%
NET: SPORT	548 22%	162 21%	104 23%	58 19%	139 21%	81 23%j	77 26%ci	57 30%acdhi	20 19%	62 17%	24 16%	38 19%	16 17%	42 19%	100 25%	80 27%	23 21%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
 * small base

QD1B_2 - How do you pay for the following services? SUMMARY - RECEIVE AS PACKAGE

Base : All

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	359
Weighted Base	2529	699	466	233	698	356
Netflix	68 3%	19 3%	16 3%	3 1%	16 2%	11 3%
Amazon Prime Instant TV	23 1%	9 1%	8 2%	1 *	6 1%	4 1%
Now TV	13 1%	3 *	1 *	2 1%	1 *	1 *
Apple TV / iTunes	13 1%	4 1%	4 1%	- -	4 1%	3 1%
Paid YouTube subscription services	12 *	1 *	1 *	- 1%	4 1%	4 1%
Blinkbox	3 *	1 *	1 *	- -	- -	- -
A BT sport service	275 11%	79 11%	57 12%	22 9%	79 11%	35 10%
A Sky sport service	356 14%	101 14%	62 13%	39 17%	92 13%	49 14%
Other service	9 *	2 *	1 *	1 *	* *	* *
None of these	1900 75%	518 74%	342 73%	176 76%	544 78%	264 77%
NET: NON-SPORT	114 5%	35 5% <i>f</i>	29 6% <i>cd</i> <i>f</i>	6 3%	21 3%	15 4%
NET: SPORT	548 22%	158 23%	107 23%	51 22%	142 20%	72 21%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/f

QD1B_2 - How do you pay for the following services? SUMMARY - SUBSCRIBE TO SEPARATELY

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple CPS & SAPTV CPS		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Netflix	600	296	198	98	241	143	131	89	42	110	54	56	35	63	186	144	55
	24%	26% ik	29% cdik	22%	25% k	27% cdik	28% cdik	30% cdik	27% k	21%	24%	19%	24%	20%	30%	31%	35%
Amazon Prime Instant TV	272	125	81	44	106	62	53	35	18	53	27	26	12	32	72	54	19
	11%	11%	12%	10%	11%	12%	12%	12%	12%	10%	12%	9%	8%	10%	12%	12%	12%
Now TV	149	82	53	29	66	37	31	23	8	35	14	21	9	20	47	39	16
	6%	7%	8%	6%	7%	7%	7%	8%	5%	7%	6%	7%	6%	6%	8%	9%	10%
Apple TV / iTunes	106	55	29	26	41	15	22	8	14	19	7	12	9	17	36	22	14
	4%	5%	4%	6% eg	4%	3%	5%	3%	9% abdegijk	4%	3%	4%	6%	6%	6%	5%	9%
A Sky sport service	99	31	20	11	26	15	16	12	4	10	3	7	6	5	21	17	5
	4%	3%	3%	2%	3%	3%	4%	4%	3%	2%	1%	2%	4%	2%	3%	4%	3%
A BT sport service	75	29	16	13	23	10	9	4	5	14	6	8	5	8	15	10	6
	3%	3%	2%	3%	2%	2%	2%	1%	3%	3%	3%	3%	3%	3%	2%	2%	4%
Blinkbox	38	20	14	6	13	7	4	2	2	9	5	4	3	3	11	9	7
	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%	2%	4%
Other service	14	2	2	-	2	2	-	-	-	2	2	-	-	-	-	-	-
	1%	*	*	-	*	*	-	-	-	*	1% ef	-	-	-	-	-	-
Paid YouTube subscription services	9	6	3	3	4	1	2	-	2	2	1	1	1	2	4	2	2
	*	1%	*	1%	*	*	*	-	1% g	*	*	*	1%	1%	1%	*	1%
None of these	1574	681	394	287	598	311	257	167	90	341	144	197	88	199	340	250	83
	62%	60%	58%	64% fg	61%	59%	57%	56%	58%	66% abefg	65% fg	66% abfg	62%	65%	56%	55%	53%
NET: NON-SPORT	859	420	269	151	348	197	181	121	60	167	76	91	49	102	253	193	72
	34%	37% ik	40% cdik	33%	36%	38% k	40% cdik	40% cdik	39%	32%	34%	31%	34%	33%	41%	42%	46%
NET: SPORT	158	54	31	23	44	21	22	14	8	22	7	15	10	13	32	24	10
	6%	5%	5%	5%	5%	4%	5%	5%	5%	4%	3%	5%	7%	4%	5%	5%	6%

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

QD1B_2 - How do you pay for the following services? SUMMARY - SUBSCRIBE TO SEPARATELY

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Netflix	600	194	130	64	154	90	90	60	30	64	30	34	24	40	130	100	40
	24%	25% dk	29% cijk	21%	23% dk	26% dk	30% cdijk	31% cdijk	28% dk	18%	19%	17%	26%	18%	32%	33%	37%
Amazon Prime Instant TV	272	86	60	26	69	43	38	26	12	31	17	14	9	17	55	43	17
	11%	11%	13% cdik	8%	11%	12% dk	13% dk	13% dk	11%	9%	11%	7%	10%	8%	13%	14%	16%
Now TV	149	61	41	20	46	26	22	16	6	24	10	14	6	14	37	31	15
	6%	8%	9%	6%	7%	7%	7%	8%	6%	7%	6%	7%	7%	6%	9%	10%	14%
Apple TV / iTunes	106	32	17	15	25	10	15	5	10	10	5	5	6	9	22	12	7
	4%	4%	4%	5%	4%	3%	5%	3%	9% abdegijk	3%	3%	2%	7%	4%	5%	4%	7%
A Sky sport service	99	22	13	9	19	10	10	7	3	9	3	6	5	4	13	10	3
	4%	3%	3%	3%	3%	3%	3%	4%	3%	3%	2%	3%	5%	2%	3%	3%	3%
A BT sport service	75	17	9	8	15	7	3	2	1	12	5	7	4	4	5	4	2
	3%	2%	2%	3%	2%	2%	1%	1%	1%	3% f	3%	3%	4%	2%	1%	1%	2%
Blinkbox	38	14	11	3	9	6	4	2	2	5	4	1	2	1	9	7	5
	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	3%	*	2%	*	2%	2%	5%
Other service	14	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-
	1%	*	*	-	*	*	-	-	-	*	1%	-	-	-	-	-	-
Paid YouTube subscription services	9	5	2	3	4	1	2	-	2	2	1	1	1	2	3	1	1
	*	1%	*	1%	1%	*	1%	-	2%	1%	1%	*	1%	1%	1%	*	1%
None of these	1574	462	264	198	408	210	167	104	63	241	106	135	53	145	221	158	54
	62%	61%	58%	64% fg	62% dfg	61%	55%	54%	58%	68% abefg	69% bfg	67% abfg	58%	67%	54%	53%	50%
NET: NON-SPORT	859	280	180	100	228	128	126	83	43	102	45	57	34	66	178	135	52
	34%	37% dk	40% cijk	32%	35%	37% dk	42% cdijk	43% cdijk	40% dk	29%	29%	28%	37%	30%	44%	45%	49%
NET: SPORT	158	35	19	16	30	14	11	8	3	19	6	13	8	8	16	13	5
	6%	5%	4%	5%	5%	4%	4%	4%	3%	5%	4%	6%	9%	4%	4%	4%	5%

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

QD1B_2 - How do you pay for the following services? SUMMARY - SUBSCRIBE TO SEPARATELY

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
Netflix	600 24%	148 21%	95 20%	53 23%	156 22%	85 25%	71 20%
Amazon Prime Instant TV	272 11%	81 12%	53 11%	28 12%	66 9%	34 10%	32 9%
Now TV	149 6%	37 5%	29 6%	8 3%	30 4%	12 4%	18 5%
Apple TV / iTunes	106 4%	32 5%	22 5%	10 4%	19 3%	12 4%	7 2%
A Sky sport service	99 4%	38 5%	26 6%	12 5%	30 4%	18 5%	13 4%
A BT sport service	75 3%	28 4%	18 4%	10 4%	18 3%	7 2%	11 3%
Blinkbox	38 1%	9 1%	6 1%	3 1%	9 1%	3 1%	6 2%
Other service	14 1%	7 1%	5 1%	2 1%	5 1%	1 *	4 1%
Paid YouTube subscription services	9 *	3 *	2 *	1 *	- -	- -	- -
None of these	1574 62%	428 61%	282 61%	146 63%	465 67%	217 63%	249 70%
NET: NON-SPORT	859 34%	229 33%	154 33%	75 32%	210 30%	117 34%	93 26%
NET: SPORT	158 6%	58 8%	39 8%	19 8%	46 7%	24 7%	22 6%

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

QD1B_2 - How do you pay for the following services? SUMMARY - RECEIVE AS PACKAGE/SUBSCRIBE TO SEPARATELY

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple CPS & SAPTV CPS		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Netflix	667	329	225	104	267	163	151	106	45	116	57	59	36	68	213	168	62
	26%	29% cik	33% cdijk	23%	27% ik	31% cik	33% cdijk	35% acdijk	29% k	22%	26%	20%	25%	22%	35%	37%	39%
Amazon Prime Instant TV	294	133	83	50	113	63	55	35	20	58	28	30	14	36	75	55	20
	12%	12%	12%	11%	12%	12%	12%	12%	13%	11%	13%	10%	10%	12%	12%	12%	13%
Now TV	162	91	58	33	72	39	34	24	10	38	15	23	12	21	53	43	19
	6%	8%	9%	7%	7%	7%	7%	8%	6%	7%	7%	8%	8%	7%	9%	9%	12%
Apple TV / iTunes	119	60	32	28	45	17	23	9	14	22	8	14	10	18	38	24	15
	5%	5%	5%	6% eg	5%	3%	5%	3%	9% bdegi	4%	4%	5%	7%	6%	6%	5%	9%
Paid YouTube subscription services	21	13	8	5	8	3	4	-	4	4	3	1	3	2	9	5	5
	1%	1%	1%	1%	1%	1%	1%	-	3% degk	1%	1% g	-	2%	1%	1%	1%	3%
Blinkbox	41	22	15	7	14	7	5	2	3	9	5	4	4	3	13	10	8
	2%	2%	2%	2%	1%	1%	1%	1%	2%	2%	2%	1%	3%	1%	2%	2%	5% n
A BT sport service	350	146	102	44	117	73	79	61	18	38	12	26	14	30	108	90	29
	14%	13% uj	15% cijk	10%	12% uj	14% cijk	17% acdijk	20% abcdehijk	12% j	7%	5%	9%	10%	10%	18%	20%	18%
A Sky sport service	455	194	124	70	163	93	87	63	24	76	30	46	24	46	118	94	31
	18%	17%	18%	16%	17%	18%	19%	21% uj	16%	15%	13%	15%	17%	15%	19%	21%	20%
Other service	24	9	6	3	7	4	1	-	1	6	4	2	2	1	3	2	2
	1%	1%	1%	1%	1%	1%	-	-	1%	1%	2% fg	1%	1%	-	-	-	1%
None of these	1201	520	286	234	471	237	185	114	71	286	123	163	72	162	234	163	49
	47%	46% g	42%	52% abefg	48% bfg	45% g	41%	38%	46%	55% abdefg	55% abefg	55% abdefg	50%	53%	38%	36%	31%
NET: NON-SPORT	943	462	303	159	377	218	202	136	66	175	82	93	52	107	287	221	85
	37%	41% cik	44% cdijk	35%	39% k	42% cik	44% cdik	45% cdik	43% ik	34%	37%	31%	36%	35%	47%	48%	54%
NET: SPORT	656	283	182	101	234	133	135	99	36	99	34	65	33	68	184	148	49
	26%	25% uj	27% uj	22% j	24% uj	25% uj	30% cdijk	33% abcdehijk	23% j	19%	15%	22%	23%	22%	30%	32%	31%

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

QD1B_2 - How do you pay for the following services? SUMMARY - RECEIVE AS PACKAGE/SUBSCRIBE TO SEPARATELY

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Netflix	667 26%	218	150	68	172	104	103	72	31	69	32	37	25	43	149	118	46
		29% cijk	33% cdijk	22%	26% ik	30% cijk	34% cdijk	37% acdijk	29% ik	19%	21%	18%	27%	20%	37%	39%	43%
Amazon Prime Instant TV	294 12%	91	60	31	74	43	39	26	13	35	17	18	11	20	56	43	17
		12%	13%	10%	11%	12%	13%	13%	12%	10%	11%	9%	12%	9%	14%	14%	16%
Now TV	162 6%	68	45	23	51	28	25	17	8	26	11	15	9	14	42	34	17
		9%	10%	7%	8%	8%	8%	9%	7%	7%	7%	7%	10%	6%	10%	11%	16%
Apple TV / iTunes	119 5%	36	19	17	28	11	15	5	10	13	6	7	7	10	23	13	8
		5%	4%	6%	4%	3%	5%	3%	9% abdegik	4%	4%	3%	8%	5%	6%	4%	7%
Paid YouTube subscription services	21 1%	10	5	5	7	2	4	-	4	3	2	1	3	2	7	3	3
		1%	1%	2%	1%	1%	1%	-	4% degik	1%	1%	*	3%	1%	2%	1%	3%
Blinkbox	41 2%	15	11	4	10	6	5	2	3	5	4	1	3	1	10	7	5
		2%	2%	1%	2%	2%	2%	1%	3%	1%	3%	*	3% am	*	2%	2%	5%
A BT sport service	350 14%	97	66	31	81	50	49	39	10	32	11	21	10	21	65	55	16
		13%	15% ij	10%	12%	14% ij	16% cdij	20% acdhiijk	9%	9%	7%	10%	11%	10%	16%	18%	15%
A Sky sport service	455 18%	124	76	48	108	60	51	37	14	57	23	34	16	32	67	53	16
		16%	17%	16%	16%	17%	17%	19%	13%	16%	15%	17%	17%	15%	16%	18%	15%
Other service	24 1%	7	4	3	6	3	1	-	1	5	3	2	2	1	2	1	1
		1%	1%	1%	1%	1%	*	-	1%	1%	2%	1%	2%	*	*	*	1%
None of these	1201 47%	349	193	156	316	160	120	70	50	196	90	106	41	115	153	103	33
		46% g	43%	50% bfg	48% fg	46% g	40%	36%	46%	55% abdefg	58% abdefg	53% abfg	45%	53%	38%	34%	31%
NET: NON-SPORT	943 37%	307	202	105	246	141	139	93	46	107	48	59	37	68	200	154	61
		40% ijk	44% cdijk	34%	38% ik	41% ijk	46% cdijk	48% acdijk	43% ik	30%	31%	29%	40%	31%	49%	51%	57%
NET: SPORT	656 26%	188	116	72	161	89	85	62	23	76	27	49	23	49	112	89	27
		25%	26% ij	23%	25%	26% ij	28% ij	32% acdhiij	21%	21%	18%	24%	25%	23%	27%	30%	25%

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

QD1B_2 - How do you pay for the following services? SUMMARY - RECEIVE AS PACKAGE/SUBSCRIBE TO SEPARATELY

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
Netflix	667 26%	167 24%	111 24%	56 24%	171 25%	96 28%	75 21%
Amazon Prime Instant TV	294 12%	90 13%	61 13%	29 12%	71 10%	38 11%	33 9%
Now TV	162 6%	40 6%	30 6%	10 4%	31 4%	13 4%	19 5%
Apple TV / iTunes	119 5%	36 5%	26 6%	10 4%	23 3%	15 5%	8 2%
Paid YouTube subscription services	21 1%	4 1%	3 1%	1 *	4 1%	4 1%	- -
Blinkbox	41 2%	10 1%	7 2%	3 1%	9 1%	3 1%	6 2%
A BT sport service	350 14%	107 15%	75 16%	32 14%	97 14%	42 12%	55 15%
A Sky sport service	455 18%	139 20%	88 19%	51 22%	122 18%	67 20%	55 16%
Other service	24 1%	9 1%	6 1%	3 1%	6 1%	1 *	4 1%
None of these	1201 47%	321 46%	210 45%	111 48%	360 52%	160 47%	200 56%
NET: NON-SPORT	943 37%	253 36%	172 37%	81 35%	228 33%	130 38%	98 28%
NET: SPORT	656 26%	197 28%	133 29%	64 27%	176 25%	91 27%	85 24%

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

QD1C: How long is your current contract, that is, how long was your contract when you took it out or most recently renewed?
Fixed landline/ line rental

Base : All with this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2152	974	523	451	974	523	454	300	154	520	223	297	143	308	454	300	-
Weighted Base	2144	974	523	451	974	523	454	300	154	520	223	297	143	308	454	300	..
Don't have a specific time limit on the contract	510 24%	98 10%	50 10%	48 11%	98 10%	50 10%	41 9%	26 9%	15 10%	57 11%	24 11%	33 11%	17 12%	31 10%	41 9%	26 9%	-
12 months	859 40%	506 52%	248 47%	258 57%beg	506 52%	248 47%	232 51%	145 48%	87 56%be	274 53%	103 46%	171 58%beg	72 50%	186 60%l	232 51%	145 48%	-
18 months	370 17%	235 24%	144 28%clik	91 20%	235 24%	144 28%clik	121 27%clik	88 29%clik	33 21%	114 22%	56 25%	58 20%	39 27%um	52 17%	121 27%	88 29%	-
More than 18 months, up to 2 years	110 5%	62 6%	40 8%h	22 5%	62 6%	40 8%h	27 6%	23 8%h	4 3%	35 7%	17 8%h	18 6%	10 7%	12 4%	27 6%	23 8%	-
More than 2 years	44 2%	5 1%	4 1%	1 *	5 1%	4 1%	- -	- -	- -	5 1%l	4 2%acdfig	1 *	- -	1 *	- -	- -	-
Other	17 1%	1 *	1 *	- -	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 *	-
Don't know	234 11%	67 7%	36 7%	31 7%	67 7%	36 7%	32 7%	17 6%	15 10%	35 7%	19 9%	16 5%	5 3%	26 8%	32 7%	17 6%	-
NET: CONTRACT	1383 65%	808 83%	436 83%	372 82%	808 83%	436 83%	380 84%	256 85%	124 81%	428 82%	180 81%	248 84%	121 85%	251 81%	380 84%	256 85%	-

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

QD1C: How long is your current contract, that is, how long was your contract when you took it out or most recently renewed?

Fixed landline/ line rental

Base : All with this service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2152	656	347	309	656	347	301	193	108	355	154	201	92	217	301	193	-
Weighted Base	2144	656	347	309	656	347	301	193	108	355	154	201	92*	217	301	193	..
Don't have a specific time limit on the contract	510 24%	49 7%	19 5%	10%be	49 7%	19 5%	19 6%	10 5%	9 8%	30 8%	9 6%	21 10%be	11 12%	19 9%	19 6%	10 5%	-
12 months	859 40%	376 57%	185 53%	191 62%be	376 57%	185 53%	169 56%	103 53%	66 61%	207 58%	82 53%	125 62%be	50 54%	141 65%	169 56%	103 53%	-
18 months	370 17%	156 24%	97 28%ck	59 19%	156 24%	97 28%ck	79 26%ck	57 30%ck	22 20%	77 22%	40 26%	37 18%	25 27%om	34 16%	79 26%	57 30%	-
More than 18 months, up to 2 years	110 5%	31 5%	20 6%h	11 4%	31 5%	20 6%h	12 4%	11 6%h	1 1%	19 5%h	9 6%h	10 5%	4 4%	7 3%	12 4%	11 6%	-
More than 2 years	44 2%	2 *	2 1%	-	2 *	2 1%	-	-	-	2 1%	2 1%cl	-	-	-	-	-	-
Other	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	234 11%	42 6%	24 7%	18 6%	42 6%	24 7%	22 7%	12 6%	10 9%	20 6%	12 8%	8 4%	2 2%	16 7%	22 7%	12 6%	-
NET: CONTRACT	1383 65%	565 86%	304 88%	261 84%	565 86%	304 88%	260 86%	171 89%	89 82%	305 86%	133 86%	172 86%	79 86%	182 84%	260 86%	171 89%	-

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

QD1C: How long is your current contract, that is, how long was your contract when you took it out or most recently renewed?
Fixed landline/ line rental

Base : All with this service

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2152	537	364	173	641	300	341
Weighted Base	2144	537	364	173	633	297	336
Don't have a specific time limit on the contract	510 24%	150 28%	86 24%	64 37% ^{ab}	262 41% ^{ab}	97 33% ^b	165 49% ^{abcs}
12 months	859 40%	212 39% ^{cdef}	165 45% ^{cdef}	47 27% ^d	141 22%	79 26%	63 19%
18 months	370 17%	84 16% ^{df}	55 15% ^{df}	29 17% ^{df}	51 8%	36 12% ^f	15 4%
More than 18 months, up to 2 years	110 5%	14 3%	12 3%	2 1%	34 5% ^{ac}	16 5%	18 5% ^c
More than 2 years	44 2%	17 3%	11 3%	6 3%	22 3%	13 4%	9 3%
Other	17 1%	9 2%	6 2%	3 2%	7 1%	4 1%	2 1%
Don't know	234 11%	51 9%	29 8%	22 13%	116 18% ^{ab}	52 17% ^{ab}	65 19% ^{ab}
NET: CONTRACT	1383 65%	327 61% ^{cdef}	243 67% ^{cdef}	84 49% ^{df}	248 39%	144 48% ^f	104 31%

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

QD1C: How long is your current contract, that is, how long was your contract when you took it out or most recently renewed?
Fixed broadband

Base : All with this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2128	974	523	451	974	523	454	300	154	520	223	297	143	308	454	300	-
Weighted Base	2126	974	523	451	974	523	454	300	154	520	223	297	143	308	454	300	..
Don't have a specific time limit on the contract	465 22%	94 10%	48 9%	46 10%	94 10%	48 9%	41 9%	26 9%	15 10%	53 10%	22 10%	31 10%	16 11%	30 10%	41 9%	26 9%	-
12 months	871 41%	507 52%	249 48%	258 57% ^{abefqj}	507 52%	249 48%	230 51%	143 48%	87 56%	277 53%	106 48%	171 58% ^{beqj}	71 50%	187 61% ^l	230 51%	143 48%	-
18 months	398 19%	241 25%	148 28% ^{ckik}	93 21%	241 25%	148 28% ^{ckik}	124 27% ^{ck}	91 30% ^{chik}	33 21%	117 23%	57 26%	60 20%	40 28% ^m	53 17%	124 27%	91 30%	-
More than 18 months, up to 2 years	118 6%	60 6%	39 7% ^h	21 5%	60 6%	39 7% ^h	27 6%	23 8% ^h	4 3%	33 6%	16 7%	17 6%	10 7%	11 4%	27 6%	23 8%	-
More than 2 years	44 2%	6 1%	5 1% ^l	1 *	6 1%	5 1% ^l	-	-	-	6 1% ^l	5 2% ^{acdfejk}	1 *	-	1 *	-	-	-
Other	19 1%	1 *	-	1 *	1 *	-	-	-	-	1 *	-	1 *	1 1%	-	-	-	-
Don't know	211 10%	65 7%	34 7%	31 7%	65 7%	34 7%	32 7%	17 6%	15 10%	33 6%	17 8%	16 5%	5 3%	26 8%	32 7%	17 6%	-
NET: CONTRACT	1431 67%	814 84%	441 84%	373 83%	814 84%	441 84%	381 84%	257 86%	124 81%	433 83%	184 83%	249 84%	121 85%	252 82%	381 84%	257 86%	-

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

QD1C: How long is your current contract, that is, how long was your contract when you took it out or most recently renewed?
Fixed broadband

Base : All with this service

	Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	2128	656	347	309	656	347	301	193	108	355	154	201	92	217	301	193	-	
Weighted Base	2126	656	347	309	656	347	301	193	108	355	154	201	92*	217	301	193	..	
Don't have a specific time limit on the contract	465 22%	45 7%	17 5%	28 9%beg	45 7%	17 5%	17 6%	8 4%	9 8%	28 8%	9 6%	19 9%beg	10 11%	18 8%	17 6%	8 4%	-	
12 months	871 41%	382 58%	189 54%	193 62%be	382 58%	189 54%	171 57%	105 54%	66 61%	211 59%	84 55%	127 63%be	50 54%	143 66%	171 57%	105 54%	-	
18 months	398 19%	155 24%	96 28%ck	59 19%	155 24%	96 28%ck	79 26%ck	57 30%ck	22 20%	76 21%	39 25%	37 18%	25 27%cm	34 16%	79 26%	57 30%	-	
More than 18 months, up to 2 years	118 6%	29 4%	19 5%h	10 3%	29 4%	19 5%h	12 4%	11 6%h	1 1%	17 5%	8 5%	9 4%	4 4%	6 3%	12 4%	11 6%	-	
More than 2 years	44 2%	3 *	3 1%	-	3 *	3 1%	-	-	-	3 1%	3 2%ck	-	-	-	-	-	-	
Other	19 1%	1 *	-	1 *	1 *	-	-	-	-	1 *	-	1 *	1 1%	-	-	-	-	
Don't know	211 10%	41 6%	23 7%	18 6%	41 6%	23 7%	22 7%	12 6%	10 9%	19 5%	11 7%	8 4%	2 2%	16 7%	22 7%	12 6%	-	
NET: CONTRACT	1431 67%	569 87%	307 88%	262 85%	569 87%	307 88%	262 87%	173 90%	89 82%	307 86%	134 87%	173 86%	79 86%	183 84%	262 87%	173 90%	-	

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

QD1C: How long is your current contract, that is, how long was your contract when you took it out or most recently renewed?
Fixed broadband

Base : All with this service

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2128	536	358	178	618	289	329
Weighted Base	2126	536	358	178	616	290	326
Don't have a specific time limit on the contract	465 22%	134 25%	73 20%	61 34% ^{ab}	237 38% ^{ab}	87 30% ^b	150 46% ^{abcs}
12 months	871 41%	220 41% ^{cdef}	166 46% ^{cdef}	54 30% ^d	144 23%	79 27%	65 20%
18 months	398 19%	88 16% ^{df}	62 17% ^{df}	26 15% ^d	69 11%	47 16% ^d	22 7%
More than 18 months, up to 2 years	118 6%	22 4%	18 5%	4 2%	36 6%	16 6%	20 6%
More than 2 years	44 2%	18 3%	9 3%	9 5%	20 3%	13 5%	7 2%
Other	19 1%	11 2%	7 2%	4 2%	7 1%	4 2%	3 1%
Don't know	211 10%	43 8%	23 6%	20 11%	103 17% ^{ab}	44 15% ^{ab}	59 18% ^{ab}
NET: CONTRACT	1431 67%	348 65% ^{cdef}	255 71% ^{cdef}	93 52% ^d	269 44%	155 53% ^d	114 35%

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

QD1C: How long is your current contract for, that is, how long was your contract when you took it out or most recently renewed?

Pay TV service

Base : All with this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1441	612	458	154	454	300	454	300	154	-	-	-	46	108	612	458	158
Weighted Base	1450	612	458	154	454	300	454	300	154	46*	108	612	458	158
Don't have a specific time limit on the contract	384 26%	77 13%	59 13%	18 12%	46 10%	28 9%	46 10%	28 9%	18 12%	-	-	-	5 11%	13 12%	77 13%	59 13%	31 20%
12 months	524 36%	287 47%	205 45%	82 53%	223 49%	141 47%	223 49%	141 47%	82 53%	-	-	-	22 48%	60 56%	287 47%	205 45%	64 41%
18 months	238 16%	160 26%	128 28%	32 21%	119 26%	87 29%	119 26%	87 29%	32 21%	-	-	-	13 28%	19 18%	160 26%	128 28%	41 26%
More than 18 months, up to 2 years	84 6%	42 7%	37 8%	5 3%	29 6%	24 8%	29 6%	24 8%	5 3%	-	-	-	2 4%	3 3%	42 7%	37 8%	13 8%
More than 2 years	31 2%	2 *	1 *	1 1%	2 *	1 *	2 *	1 *	1 1%	-	-	-	1 2%	-	2 *	1 *	-
Other	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	172 12%	44 7%	28 6%	16 10%	35 8%	19 6%	35 8%	19 6%	16 10%	-	-	-	3 7%	13 12%	44 7%	28 6%	9 6%
NET: CONTRACT	876 60%	491 80%	371 81%	120 78%	373 82%	253 84%	373 82%	253 84%	120 78%	-	-	-	38 83%	82 76%	491 80%	371 81%	118 75%

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

QD1C: How long is your current contract for, that is, how long was your contract when you took it out or most recently renewed?

Pay TV service

Base : All with this service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)						Dual ORS (k)
Unweighted Base	1441	408	300	108	301	193	301	193	108	-	-	-	32	76	408	300	107
Weighted Base	1450	408	300	108	301	193	301	193	108	32*	76*	408	300	107
Don't have a specific time limit on the contract	384 26%	43 11%	32 11%	11 10%	22 7%	11 6%	22 7%	11 6%	11 10%	-	-	-	3 9%	8 11%	43 11%	32 11%	21 20%no
12 months	524 36%	215 53%	152 51%	63 58%	166 55%	103 53%	166 55%	103 53%	63 58%	-	-	-	16 50%	47 62%	215 53%	152 51%	49 46%
18 months	238 16%	100 25%	79 26%	21 19%	76 25%	55 28%	76 25%	55 28%	21 19%	-	-	-	10 31%um	11 14%	100 25%	79 26%	24 22%
More than 18 months, up to 2 years	84 6%	20 5%	19 6%ch	1 1%	12 4%	11 6%ch	12 4%	11 6%ch	1 1%	-	-	-	1 3%	-	20 5%	19 6%	8 7%
More than 2 years	31 2%	2 *	1 *	1 1%	2 1%	1 1%	2 1%	1 1%	1 1%	-	-	-	1 3%	-	2 *	1 *	-
Other	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	172 12%	28 7%	17 6%	11 10%	23 8%	12 6%	23 8%	12 6%	11 10%	-	-	-	1 3%	10 13%	28 7%	17 6%	5 5%
NET: CONTRACT	876 60%	337 83%	251 84%	86 80%	256 85%	170 88%ch	256 85%	170 88%ch	86 80%	-	-	-	28 88%	58 76%	337 83%	251 84%	81 76%

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

QD1C: How long is your current contract for, that is, how long was your contract when you took it out or most recently renewed?

Pay TV service

Base : All with this service

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1441	359	256	103	470	231	239
Weighted Base	1450	359	256	103	479	240	239
Don't have a specific time limit on the contract	384 26%	110 31%	66 26%	44 43% ^{ab}	197 41% ^{ab}	80 33%	117 49% ^{abcde}
12 months	524 36%	134 37% ^{cdef}	111 43% ^{cdef}	23 22%	103 22%	63 26%	40 17%
18 months	238 16%	40 11% ^f	30 12% ^f	10 10%	38 8%	26 11%	12 5%
More than 18 months, up to 2 years	84 6%	19 5%	13 5%	6 6%	23 5%	11 5%	11 5%
More than 2 years	31 2%	7 2%	5 2%	2 2%	22 5%	16 7% ^{ab}	5 2%
Other	17 1%	7 2%	5 2%	2 2%	10 2%	7 3%	3 1%
Don't know	172 12%	42 12%	26 10%	16 16%	86 18% ^{ab}	36 15%	50 21% ^{ab}
NET: CONTRACT	876 60%	200 56% ^{cdf}	159 62% ^{cdef}	41 40%	185 39%	117 49% ^f	68 29%

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

QD2c How much longer do you have left on your contract, that is, when does your current contract run out?
Fixed landline/ line rental

Base : All with a contract

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1398	808	436	372	808	436	380	256	124	428	180	248	121	251	380	256	-
Weighted Base	1383	808	436	372	808	436	380	256	124	428	180	248	121	251	380	256	-**
Am now out of contract/ am on a rolling one month contract	124 9%	51 6%	31 7%	20 5%	51 6%	31 7%	31 8% ^{ai}	24 9% ^{dj}	7 6%	20 5%	7 4%	13 5%	8 7%	12 5%	31 8%	24 9%	-
Don't have a specific time limit on the contract	30 2%	12 1%	10 2% ^{bc}	2 1%	12 1%	10 2% ^{bc}	6 2%	6 2% ^{bc}	- -	6 1%	4 2%	2 1%	- -	2 1%	6 2%	6 2%	-
In the next month	37 3%	24 3%	14 3%	10 3%	24 3%	14 3%	13 3%	8 3%	5 4%	11 3%	6 3%	5 2%	4 3%	6 2%	13 3%	8 3%	-
In 2-3 months	144 10%	103 13%	49 11%	54 15%	103 13%	49 11%	45 12%	28 11%	17 14%	58 14%	21 12%	37 15%	21 17%	33 13%	45 12%	28 11%	-
In 4-6 months	231 17%	142 18%	82 19%	60 16%	142 18%	82 19%	69 18%	52 20%	17 14%	73 17%	30 17%	43 17%	24 20%	36 14%	69 18%	52 20%	-
In 7-12 months	490 35%	305 38%	145 33%	160 43% ^{beq}	305 38%	145 33%	138 36%	81 32%	57 46% ^{beq}	167 39%	64 36%	103 42% ^{beq}	40 33%	120 48% ^d	138 36%	81 32%	-
In more than 12 months	219 16%	138 17%	87 20% ^{ch}	51 14%	138 17%	87 20% ^{ch}	64 17%	49 19%	15 12%	74 17%	38 21% ^{ch}	36 15%	19 16%	32 13%	64 17%	49 19%	-
Not sure when contract runs out	61 4%	20 2%	11 3%	9 2%	20 2%	11 3%	9 2%	6 2%	3 2%	11 3%	5 3%	6 2%	4 3%	5 2%	9 2%	6 2%	-
Don't know	48 3%	13 2%	7 2%	6 2%	13 2%	7 2%	5 1%	2 1%	3 2%	8 2%	5 3%	3 1%	1 1%	5 2%	5 1%	2 1%	-
NET: <3 months	161 13%	127 16%	63 14%	64 17%	127 16%	63 14%	58 15%	36 14%	22 18%	69 16%	27 15%	42 17%	25 21%	39 16%	58 15%	36 14%	-
NET: <6 months	412 30%	269 33%	145 33%	124 33%	269 33%	145 33%	127 33%	88 34%	39 31%	142 33%	57 32%	85 34%	49 40% ^{lm}	75 30%	127 33%	88 34%	-

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

QD2c How much longer do you have left on your contract, that is, when does your current contract run out?
Fixed landline/ line rental

Base : All with a contract

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1398	565	304	261	565	304	260	171	89	305	133	172	79	182	260	171	-
Weighted Base	1383	565	304	261	565	304	260	171	89*	305	133	172	79*	182	260	171	-**
Am now out of contract/ am on a rolling one month contract	124 9%	8 1%	3 1%	5 2%	8 1%	3 1%	3 1%	1 1%	2 2%	5 2%	2 2%	3 2%	2 3%	3 2%	3 1%	1 1%	-
Don't have a specific time limit on the contract	30 2%	3 1%	2 1%	1 *	3 1%	2 1%	1 *	1 1%	- -	2 1%	1 1%	1 1%	- -	1 1%	1 *	1 1%	-
In the next month	37 3%	14 2%	9 3%	5 2%	14 2%	9 3%	6 2%	4 2%	2 2%	8 3%	5 4%	3 2%	3 4%	2 1%	6 2%	4 2%	-
In 2-3 months	144 10%	63 11%	31 10%	32 12%	63 11%	31 10%	29 11%	19 11%	10 11%	34 11%	12 9%	22 13%	11 14%	21 12%	29 11%	19 11%	-
In 4-6 months	231 17%	93 16%	55 18%	38 15%	93 16%	55 18%	48 18%	35 20%	13 15%	45 15%	20 15%	25 15%	19 24% ^{lm}	19 10%	48 18%	35 20%	-
In 7-12 months	490 35%	249 44%	116 38%	133 51% ^{beq}	249 44%	116 38%	110 42%	63 37%	47 53% ^{beq}	139 46%	53 40%	86 50% ^{beq}	32 41%	101 55% ^l	110 42%	63 37%	-
In more than 12 months	219 16%	120 21%	78 26% ^{chk}	42 16%	120 21%	78 26% ^{chk}	56 22%	44 22%	12 13%	64 21%	34 26% ^{chk}	30 17%	12 15%	30 16%	56 22%	44 26%	-
Not sure when contract runs out	61 4%	10 2%	7 2%	3 1%	10 2%	7 2%	5 2%	3 2%	2 2%	5 2%	4 3%	1 1%	- -	3 2%	5 2%	3 2%	-
Don't know	48 3%	5 1%	3 1%	2 1%	5 1%	3 1%	2 1%	1 1%	1 1%	3 1%	2 2%	1 1%	- -	2 1%	2 1%	1 1%	-
NET: <3 months	161 13%	77 14%	40 13%	37 14%	77 14%	40 13%	35 13%	23 13%	12 13%	42 14%	17 13%	25 15%	14 16%	23 13%	35 13%	23 13%	-
NET: <6 months	412 30%	170 30%	95 31%	75 29%	170 30%	95 31%	83 32%	58 34%	25 28%	87 29%	37 28%	50 29%	33 42% ^{lm}	42 23%	83 32%	58 34%	-

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

QD2c How much longer do you have left on your contract, that is, when does your current contract run out?
Fixed landline/ line rental

Base : All with a contract

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1398	327	243	84	263	155	108
Weighted Base	1383	327	243	84*	248	144*	104*
Am now out of contract/ am on a rolling one month contract	124 9%	33 10% ab	11 5%	22 26% acbe	40 16% b	19 13% b	21 20% ab
Don't have a specific time limit on the contract	30 2%	5 2%	2 1%	3 4%	13 5% ab	3 2%	10 10% acbe
In the next month	37 3%	9 3%	6 2%	3 4%	4 2%	3 2%	1 1%
In 2-3 months	144 10%	26 8%	18 7%	8 10%	15 6%	6 4%	9 8%
In 4-6 months	231 17%	52 16%	45 19% c	7 8%	37 15%	23 16%	14 13%
In 7-12 months	490 35%	121 37% cd	103 42% cd	18 21%	64 26% f	53 37% cf	12 11%
In more than 12 months	219 16%	48 15%	42 17% cf	6 7%	33 13%	26 18% c	7 7%
Not sure when contract runs out	61 4%	20 6%	11 5%	9 11% b	21 8%	8 6%	13 12% b
Don't know	48 3%	13 4%	5 2%	8 10% acbe	22 9% ab	4 2%	18 18% acbe
NET: <3 months	181 13%	35 11%	24 10%	11 13%	19 8%	9 6%	9 9%
NET: <6 months	412 30%	87 27%	69 28%	18 21%	56 22%	32 23%	23 22%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f
* small base

QD2c How much longer do you have left on your contract, that is, when does your current contract run out?
Fixed broadband

Base : All with a contract

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1423	814	441	373	814	441	381	257	124	433	184	249	121	252	381	257	-
Weighted Base	1431	814	441	373	814	441	381	257	124	433	184	249	121	252	381	257	-**
Am now out of contract/ am on a rolling one month contract	134 9%	51 6%	32 7%	19 5%	51 6%	32 7%	30 8%	24 9%clj	6 5%	21 5%	8 4%	13 5%	7 6%	12 5%	30 8%	24 9%	-
Don't have a specific time limit on the contract	29 2%	11 1%	10 2%uc	1 *	11 1%	10 2%uc	4 1%	4 2%	- -	7 2%	6 3%chk	1 *	- -	1 *	4 1%	4 2%	-
In the next month	33 2%	22 3%	14 3%	8 2%	22 3%	14 3%	12 3%	8 3%	4 3%	10 2%	6 3%	4 2%	3 2%	5 2%	12 3%	8 3%	-
In 2-3 months	141 10%	104 13%	49 11%	55 15%	104 13%	49 11%	46 12%	28 11%	18 15%	58 13%	21 11%	37 15%	22 18%	33 13%	46 12%	28 11%	-
In 4-6 months	239 17%	144 18%	82 19%	62 17%	144 18%	82 19%	69 18%	52 20%	17 14%	75 17%	30 16%	45 18%	25 21%	37 15%	69 18%	52 20%	-
In 7-12 months	514 36%	309 38%	147 33%	162 43%beq	309 38%	147 33%	141 37%	83 32%	58 47%beqj	168 39%	64 35%	104 42%beq	39 32%	123 49%cl	141 37%	83 32%	-
In more than 12 months	228 16%	138 17%	87 20%uc	51 14%	138 17%	87 20%uc	64 17%	49 19%	15 12%	74 17%	38 21%uc	36 14%	20 17%	31 12%	64 17%	49 19%	-
Not sure when contract runs out	64 4%	22 3%	13 3%	9 2%	22 3%	13 3%	10 3%	7 3%	3 2%	12 3%	6 3%	6 2%	4 3%	5 2%	10 3%	7 3%	-
Don't know	47 3%	13 2%	7 2%	6 2%	13 2%	7 2%	5 1%	2 1%	3 2%	8 2%	5 3%	3 1%	1 1%	5 2%	5 1%	2 1%	-
NET: <3 months	175 12%	126 15%	63 14%	63 17%	126 15%	63 14%	58 15%	36 14%	22 16%	68 16%	27 15%	41 16%	25 21%	38 15%	58 15%	36 14%	-
NET: <6 months	414 29%	270 33%	145 33%	125 34%	270 33%	145 33%	127 33%	88 34%	39 31%	143 33%	57 31%	86 35%	50 41%lm	75 30%	127 33%	88 34%	-

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

QD2c How much longer do you have left on your contract, that is, when does your current contract run out?
Fixed broadband

Base : All with a contract

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1423	569	307	262	569	307	262	173	89	307	134	173	79	183	262	173	-
Weighted Base	1431	569	307	262	569	307	262	173	89*	307	134	173	79*	183	262	173	-**
Am now out of contract/ am on a rolling one month contract	134 9%	7 1%	3 1%	4 2%	7 1%	3 1%	2 1%	1 1%	1 1%	5 2%	2 1%	3 2%	1 1%	3 2%	2 1%	1 1%	-
Don't have a specific time limit on the contract	29 2%	3 1%	3 1%	- -	3 1%	3 1%	1 *	1 1%	- -	2 1%	2 1% ^{uc}	- -	- -	- -	1 *	1 1%	-
In the next month	33 2%	14 2%	9 3%	5 2%	14 2%	9 3%	6 2%	4 2%	2 2%	8 3%	5 4%	3 2%	3 4%	2 1%	6 2%	4 2%	-
In 2-3 months	141 10%	64 11%	31 10%	33 13%	64 11%	31 10%	30 11%	19 11%	11 12%	34 11%	12 9%	22 13%	12 15%	21 11%	30 11%	19 11%	-
In 4-6 months	239 17%	94 17%	55 18%	39 15%	94 17%	55 18%	48 18%	35 20%	13 15%	46 15%	20 15%	26 15%	20 25% ^{am}	19 10%	48 18%	35 20%	-
In 7-12 months	514 36%	252 44%	117 38%	135 52% ^{beqj}	252 44%	117 38%	111 42%	64 37%	47 53% ^{beqj}	141 46%	53 40%	88 51% ^{beqj}	31 39%	104 57% ^{cl}	111 42%	64 37%	-
In more than 12 months	228 16%	119 21%	78 25% ^{chh}	41 16%	119 21%	78 25% ^{chh}	56 21%	44 25% ^{chh}	12 13%	63 21%	34 25% ^{chh}	29 17%	12 15%	29 16%	56 21%	44 25%	-
Not sure when contract runs out	64 4%	11 2%	8 3%	3 1%	11 2%	8 3%	6 2%	4 2%	2 2%	5 2%	4 3%	1 1%	- -	3 2%	6 2%	4 2%	-
Don't know	47 3%	5 1%	3 1%	2 1%	5 1%	3 1%	2 1%	1 1%	1 1%	3 1%	2 1%	1 1%	- -	2 1%	2 1%	1 1%	-
NET: <3 months	175 12%	78 14%	40 13%	38 15%	78 14%	40 13%	36 14%	23 13%	13 15%	42 14%	17 13%	25 14%	15 19%	23 13%	36 14%	23 13%	-
NET: <6 months	414 29%	172 30%	95 31%	77 29%	172 30%	95 31%	84 32%	58 34%	26 29%	88 29%	37 28%	51 29%	35 44% ^{am}	42 23%	84 32%	58 34%	-

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

QD2c How much longer do you have left on your contract, that is, when does your current contract run out?
Fixed broadband

Base : All with a contract

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1423	348	255	93	261	153	108
Weighted Base	1431	348	255	93*	269	155*	114*
Am now out of contract/ am on a rolling one month contract	134 9%	40 11% ^{ab}	16 6%	24 26% ^{acbe}	43 16% ^b	21 13%	23 20% ^b
Don't have a specific time limit on the contract	29 2%	8 2%	2 1%	6 6% ^{ab}	10 4%	4 3%	6 5% ^b
In the next month	33 2%	7 2%	6 2%	1 1%	4 2%	3 2%	1 1%
In 2-3 months	141 10%	24 7%	18 7%	6 6%	13 5%	6 4%	8 7%
In 4-6 months	239 17%	53 15%	43 17%	10 11%	42 16%	24 16%	18 16%
In 7-12 months	514 36%	129 37% ^{cd}	108 42% ^{cd}	21 23%	76 28%	54 35%	23 20%
In more than 12 months	228 16%	48 14% ^c	43 17% ^c	5 5%	42 16% ^c	34 22% ^{cd}	9 8%
Not sure when contract runs out	64 4%	25 7%	15 6%	10 11%	17 6%	6 4%	11 10%
Don't know	47 3%	14 4%	4 2%	10 11% ^{acbe}	20 7% ^b	4 2%	16 14% ^{acbe}
NET: <3 months	175 12%	31 9%	24 9%	7 8%	18 7%	9 6%	8 7%
NET: <6 months	414 29%	84 24%	67 26%	17 18%	60 22%	34 22%	26 23%

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

QD2c How much longer do you have left on your contract, that is, when does your current contract run out?
Pay TV service

Base : All with a contract

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	873	491	371	120	373	253	373	253	120	-	-	-	38	82	491	371	118
Weighted Base	876	491	371	120	373	253	373	253	120	38*	82*	491	371	118
Am now out of contract/ am on a rolling one month contract	99 11%	39 8%	35 9% ^{ch}	4 3%	28 8%	24 9% ^{ch}	28 8%	24 9% ^{ch}	4 3%	-	-	-	2 5%	2 2%	39 8%	35 9%	11 9%
Don't have a specific time limit on the contract	25 3%	9 2%	9 2%	-	6 2%	6 2%	6 2%	6 2%	-	-	-	-	-	-	9 2%	9 2%	3 3%
In the next month	32 4%	17 3%	13 4%	4 3%	12 3%	8 3%	12 3%	8 3%	4 3%	-	-	-	1 3%	3 4%	17 3%	13 4%	5 4%
In 2-3 months	78 9%	54 11%	38 10%	16 13%	43 12%	27 11%	43 12%	27 11%	16 13%	-	-	-	3 8%	13 16%	54 11%	38 10%	11 9%
In 4-6 months	156 18%	94 19%	78 21%	16 13%	67 18%	51 20%	67 18%	51 20%	16 13%	-	-	-	8 21%	8 10%	94 19%	78 21%	27 23%
In 7-12 months	295 34%	178 36%	119 32%	59 48% ^{abdefg}	139 37%	80 32%	139 37%	80 32%	59 48% ^{abdefg}	-	-	-	16 42%	43 52%	178 36%	119 32%	39 33%
In more than 12 months	129 15%	79 16%	64 17%	15 13%	64 17%	49 19%	64 17%	49 19%	15 13%	-	-	-	7 18%	8 10%	79 16%	64 17%	15 13%
Not sure when contract runs out	41 5%	13 3%	9 2%	4 3%	10 3%	6 2%	10 3%	6 2%	4 3%	-	-	-	1 3%	3 4%	13 3%	9 2%	3 3%
Don't know	20 2%	8 2%	6 2%	2 2%	4 1%	2 1%	4 1%	2 1%	2 2%	-	-	-	-	2 2%	8 2%	6 2%	4 3%
NET: <3 months	110 13%	71 14%	51 14%	20 17%	55 15%	35 14%	55 15%	35 14%	20 17%	-	-	-	4 11%	16 20%	71 14%	51 14%	16 14%
NET: <6 months	266 30%	165 34%	129 35%	36 30%	122 33%	86 34%	122 33%	86 34%	36 30%	-	-	-	12 32%	24 29%	165 34%	129 35%	43 36%

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

QD2c How much longer do you have left on your contract, that is, when does your current contract run out?
Pay TV service

Base : All with a contract

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	873	337	251	86	256	170	256	170	86	-	-	-	28	58	337	251	81
Weighted Base	876	337	251	86*	256	170	256	170	86*	28**	58*	337	251	81*
Am now out of contract/ am on a rolling one month contract	99 11%	3 1%	3 1%	-	1 *	1 1%	1 *	1 1%	-	-	-	-	-	-	3 1%	3 1%	2 2%
Don't have a specific time limit on the contract	25 3%	4 1%	4 2%	-	1 *	1 1%	1 *	1 1%	-	-	-	-	-	-	4 1%	4 2%	3 4%
In the next month	32 4%	11 3%	9 4%	2 2%	6 2%	4 2%	6 2%	4 2%	2 2%	-	-	-	1 4%	1 2%	11 3%	9 4%	5 6%
In 2-3 months	78 9%	32 9%	22 9%	10 12%	29 11%	19 11%	29 11%	19 12%	10 12%	-	-	-	3 11%	7 12%	32 9%	22 9%	3 4%
In 4-6 months	156 18%	64 19%	52 21%	12 14%	46 18%	34 20%	46 18%	34 20%	12 14%	-	-	-	6 21%	6 10%	64 19%	52 21%	18 22%
In 7-12 months	295 34%	141 42%	94 37%	47 55%abceq	109 43%	62 36%	109 43%	62 36%	47 55%abceq	-	-	-	13 46%	34 59%	141 42%	94 37%	32 40%
In more than 12 months	129 15%	69 20%	57 23%	12 14%	56 22%	44 26%ch	56 22%	44 26%ch	12 14%	-	-	-	4 14%	8 14%	69 20%	57 23%	13 16%
Not sure when contract runs out	41 5%	9 3%	6 2%	3 3%	6 2%	3 2%	6 2%	3 3%	-	-	-	1 4%	2 3%	9 3%	6 2%	3 4%	
Don't know	20 2%	4 1%	4 2%	-	2 1%	2 1%	2 1%	2 1%	-	-	-	-	-	-	4 1%	4 2%	2 2%
NET: <3 months	110 13%	43 13%	31 12%	12 14%	35 14%	23 14%	35 14%	23 14%	12 14%	-	-	-	4 14%	8 14%	43 13%	31 12%	8 10%
NET: <6 months	266 30%	107 32%	83 33%	24 28%	81 32%	57 34%	81 32%	57 34%	24 28%	-	-	-	10 36%	14 24%	107 32%	83 33%	26 32%

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

QD2c How much longer do you have left on your contract, that is, when does your current contract run out?
Pay TV service

Base : All with a contract

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	873	200	159	41	182	120	62
Weighted Base	876	200	159	41*	185*	117*	68*
Am now out of contract/ am on a rolling one month contract	99 11%	29 15%	14 9%	15 37% abcde	31 17%	18 16%	12 18%
Don't have a specific time limit on the contract	25 3%	5 3%	5 3%	- -	11 6%	8 7%	3 4%
In the next month	32 4%	8 4%	8 5%	- -	7 4%	6 5%	1 2%
In 2-3 months	78 9%	13 7%	8 5%	5 12%	11 6%	6 5%	5 7%
In 4-6 months	156 18%	34 17%	27 17%	7 17%	28 15%	17 15%	11 16%
In 7-12 months	295 34%	79 40% cdef	72 45% cdef	7 17%	38 21%	27 23%	11 16%
In more than 12 months	129 15%	18 9%	16 10%	2 5%	32 17% a	24 20% abc	8 12%
Not sure when contract runs out	41 5%	10 5%	6 4%	4 10%	18 10%	10 9%	8 12%
Don't know	20 2%	4 2%	3 2%	1 2%	8 5%	* *	8 12% abcde
NET: <3 months	110 13%	21 11%	16 10%	5 12%	18 10%	12 10%	6 9%
NET: <6 months	266 30%	55 28%	43 27%	12 29%	46 25%	29 25%	17 25%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f
* small base

QD3: How much do you pay per month for your current package (including line rental)?

Base : All

		Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
			Switcher Sample groups											Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)		
			Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)				Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)
Unweighted Base		2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base		2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Up to £20	(10)	286	146	66	80	111	31	5	2	3	106	29	77	27	53	40	37	35
		11%	13% befgh	10% efgh	18% abdefgh	11% efgh	6% gh	1%	1%	2%	20% abdefghj	13% efgh	26% abcdefghj	19%	17%	7%	8%	22% no
£21-£30	(25.5)	557	297	157	140	266	126	62	40	22	204	86	118	39	101	93	71	31
		22%	26% fgh	23% fgh	31% befgh	27% fgh	24% fgh	14%	13%	14%	39% abcdefgh	39% abdefgh	40% abcdefghj	27%	33%	15%	16%	20%
£31-£50	(35.5)	806	373	238	135	321	186	184	113	71	137	73	64	48	87	236	165	52
		32%	33% uk	35% uk	30% uk	33% uk	36% uk	41% acdik	38% cik	46% abcdeijk	26%	33% uk	22%	34%	28%	39%	36%	33%
£51-£80	(65.5)	499	187	133	54	164	110	133	92	41	31	18	13	20	34	156	115	23
		20%	17% cijk	20% cijk	12% uk	17% cijk	21% acdijk	29% abcdeijk	31% abcdeijk	27% acdijk	6%	8%	4%	14%	11%	25% p	25% p	15%
£81-£100	(90.5)	152	54	40	14	44	30	39	28	11	5	2	3	2	12	49	38	10
		6%	5% ijk	6% cijk	3% l	5% ijk	6% cijk	9% acdijk	9% abcdeijk	7% cijk	1%	1%	1%	1%	4%	8%	8%	6%
£101-£150	(125.5)	63	16	14	2	13	11	10	9	1	3	2	1	-	2	13	12	3
		2%	1%	2% cik	-	1%	2% cik	2% cik	3% cik	1%	1%	1%	*	-	1%	2%	3%	2%
£151-£200	(175.5)	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than £200	(220)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		159	59	33	26	55	29	21	16	5	34	13	21	7	19	25	20	4
		6%	5%	5%	6%	6%	6%	5%	5%	3%	7%	6%	7%	5%	6%	4%	4%	3%
NET:<£20		286	146	66	80	111	31	5	2	3	106	29	77	27	53	40	37	35
		11%	13% befgh	10% efgh	18% abdefgh	11% efgh	6% gh	1%	1%	2%	20% abdefghj	13% efgh	26% abcdefghj	19%	17%	7%	8%	22% no
NET:£21-£50		1363	670	395	275	587	312	246	153	93	341	159	182	87	188	329	236	83
		54%	59% g	58% g	61% fg	60% fg	60% g	54%	51%	60%	66% abdefg	71% abcdefghkh	61% g	61%	61%	54%	52%	53%
NET:£51-£100		651	241	173	68	208	140	172	120	52	36	20	16	22	46	205	153	33
		26%	21% cijk	25% acdijk	15% ijk	21% cijk	27% acdijk	38% abcdeijk	40% abcdeijk	34% abcdeijk	7%	9%	5%	15%	15%	33% p	33% p	21%
NET:>£100		70	16	14	2	13	11	10	9	1	3	2	1	-	2	13	12	3
		3%	1%	2% cik	*	1%	2% cik	2% cik	3% cik	1%	1%	1%	*	-	1%	2%	3%	2%
Mean		42.70	38.60 cijk	41.98 acdijk	33.45 k	38.79 cijk	43.37 acdijk	50.02 abcdeijk	51.98 abcdeijk	46.43 abcdeijk	28.78	31.84 k	26.45	32.79	33.76	46.74 p	46.84 p	37.50
Standard Deviation		26.54	23.17	24.41	20.11	22.74	23.87	23.41	24.46	20.90	16.66	17.37	15.74	18.16	20.98	24.62	25.78	25.63
Standard Error		0.55	0.71	0.96	0.98	0.75	1.07	1.13	1.45	1.71	0.76	1.20	0.95	1.56	1.23	1.02	1.23	2.07

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef/gh/i/j/k - l/m - n/o/p

QD3: How much do you pay per month for your current package (including line rental)?

Base : All

		Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
			Switcher Sample groups										Total Triple & Dual (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)				
Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)							
Unweighted Base		2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107	
Weighted Base		2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107	
Up to £20	(10)	286	116	52	64	89	25	5	2	3	84	23	61	21	43	32	29	27	
		11%	15%efgh	11%efgh	21%abdefgh	14%efgh	7%fg	2%	1%	3%	24%abdefghj	15%efgh	30%abcdefghj	23%	20%	8%	10%	25%no	
£21-£30	(25.5)	557	211	112	99	191	92	45	27	18	146	65	81	26	73	65	47	20	
		22%	28%fgh	25%fg	32%bfg	29%fgh	27%fgh	15%	14%	17%	41%abdefgh	42%abdefgh	40%abdefgh	28%	34%	16%	16%	19%	
£31-£50	(35.5)	806	245	154	91	210	119	131	77	54	79	42	37	30	61	166	112	35	
		32%	32%uk	34%uk	29%uk	32%uk	34%uk	44%abcdeijk	40%acdijk	50%abcdeijk	22%	27%uk	18%	33%	28%	41%	37%	33%	
£51-£80	(65.5)	499	116	87	29	101	72	86	62	24	15	10	5	11	18	101	77	15	
		20%	15%cdijk	19%cdijk	9%uk	15%cdijk	21%acdijk	29%abcdeijk	32%abcdeijk	22%cdijk	4%	6%	2%	12%	8%	25%p	26%p	14%	
£81-£100	(90.5)	152	27	20	7	21	14	18	14	4	3	-	3	-	7	24	20	6	
		6%	4%ij	4%ij	2%	3%ij	4%ij	6%cdijk	7%acdijk	4%ij	1%	-	1%	-	3%	6%	7%	6%	
£101-£150	(125.5)	63	3	3	-	1	1	-	-	-	1	1	-	-	-	2	2	2	
		2%	*	1%	-	*	-	-	-	-	*	1%	-	-	-	*	1%	2%	
£151-£200	(175.5)	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
More than £200	(220)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know		159	45	26	19	43	24	16	11	5	27	13	14	4	15	18	13	2	
		6%	6%	6%	6%	7%	7%	5%	6%	5%	8%	8%	7%	4%	7%	4%	4%	2%	
NET:<£20		286	116	52	64	89	25	5	2	3	84	23	61	21	43	32	29	27	
		11%	15%efgh	11%efgh	21%abdefgh	14%efgh	7%fg	2%	1%	3%	24%abdefghj	15%efgh	30%abcdefghj	23%	20%	8%	10%	25%no	
NET:£21-£50		1363	456	266	190	401	211	176	104	72	225	107	118	56	134	231	159	55	
		54%	60%	59%	61%	61%	61%	58%	54%	67%g	63%g	69%abfgk	59%	61%	62%	57%	53%	51%	
NET:£51-£100		651	143	107	36	122	86	104	76	28	18	10	8	11	25	125	97	21	
		26%	19%cdijk	24%acdijk	12%uk	19%cdijk	25%acdijk	35%abcdeijk	39%abcdehijk	26%cdijk	5%	6%	4%	12%	12%	31%p	32%p	20%	
NET:>£100		70	3	3	-	1	1	-	-	-	1	1	-	-	-	2	2	2	
		3%	*	1%	-	*	*	-	-	-	*	1%	-	-	-	*	1%	2%	
Mean		42.70	35.73cdijk	30.08acdijk	30.79k	35.66cdijk	40.03acdijk	46.00abcdeijk	48.19abcdehijk	42.14acdijk	26.67	29.50k	24.53	30.21	31.04	43.36p	43.79p	36.18	
Standard Deviation		26.54	20.69	21.78	17.88	19.78	20.41	19.52	20.06	17.96	15.07	15.46	14.45	16.50	18.48	21.69	22.89	25.45	
Standard Error		0.55	0.77	1.05	1.05	0.80	1.14	1.16	1.49	1.77	0.83	1.30	1.06	1.76	1.30	1.10	1.35	2.48	

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

QD3: How much do you pay per month for your current package (including line rental)?

Base : All

		NON-SWITCHER SAMPLE GROUPS					
Total		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base		2529	699	466	233	698	359
Weighted Base		2529	699	466	233	698	356
Up to £20	(10)	286 11%	80 11%	57 12%	23 10%	60 9%	28 8%
£21-£30	(25.5)	557 22%	143 20%	101 22%	42 18%	117 17%	60 17%
£31-£50	(35.5)	806 32%	229 33%	154 33%	75 32%	204 29%	109 32%
£51-£80	(65.5)	499 20%	150 21%	99 21%	51 22%	162 23%	69 20%
£81-£100	(90.5)	152 6%	38 5%	22 5%	16 7%	60 9% ^{ab}	33 10% ^{ab}
£101-£150	(125.5)	63 2%	17 2%	8 2%	9 4%	30 4% ^{ab}	10 3%
£151-£200	(175.5)	7 *	3 *	3 1%	- -	4 1%	- -
More than £200	(220)	- -	- -	- -	- -	- -	- -
Don't know		159 6%	39 6%	22 5%	17 7%	61 9% ^{ab}	30 9%
NET:<£20		286 11%	80 11%	57 12%	23 10%	60 9%	28 8%
NET:£21-£50		1363 54%	372 53% ^{df}	255 55% ^{df}	117 50%	321 46%	169 49%
NET:£51-£100		651 26%	188 27%	121 26%	67 29%	222 32%	102 30%
NET:>£100		70 3%	20 3%	11 2%	9 4%	34 5%	13 4%
Mean		42.70	43.18	41.93	45.75	49.09 ^{ab}	48.20 ^{ab}
Standard Deviation		26.54	26.81	26.37	27.59	30.08	30.45
Standard Error		0.55	1.04	1.25	1.88	1.19	1.73

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/f

QE1 How did you find out what you needed to do in order to switch?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)						Dual ORS (k)	
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Spoke to new provider	510 45%	510 45%	306 45%	204 45%	450 46%	246 47%	220 48%	151 50%	69 45%	230 44%	95 43%	135 45%	75 52% am	129 42%	280 46%	211 46%	60 38%	
Looked online at new provider's website	417 37%	417 37%	241 35%	176 39%	363 37%	187 36%	160 35%	105 35%	55 36%	203 39%	82 37%	121 41%	65 45%	111 36%	214 35%	159 35%	54 34%	
Looked online at comparison website/s e.g. www.uswitch.com, www.moneysavingexpert.co m	213 19%	213 19% q	115 17%	98 22% bcfg	182 19% dq	84 16%	64 14%	40 13%	24 16%	118 23% bcfg	44 20% g	74 25% abdefgh	40 28% am	58 19%	95 16%	71 16%	31 20%	
Looked online at previous provider's website	161 14%	161 14%	104 15%	57 13%	130 13%	73 14%	61 13%	45 15%	16 10%	69 13%	28 13%	41 14%	29 20% am	28 9%	92 15%	76 17%	31 20%	
Spoke to previous provider	142 13%	142 13%	74 11%	68 15% b	129 13%	61 12%	52 11%	34 11%	18 12%	77 15% b	27 12%	50 17% bcf	42 29% am	26 8%	65 11%	47 10%	13 8%	
Asked friends/family	139 12%	139 12%	97 14% c	42 9%	118 12%	76 15% ch	54 12%	41 14%	13 8%	64 12%	35 16% chk	29 10%	13 9%	29 9%	75 12%	62 14%	21 13%	
Knew from previous experience switching the same services	139 12%	139 12% j	86 13% j	53 12%	117 12% j	64 12% j	68 15% ij	48 16% ij	20 13%	49 9%	16 7%	33 11%	24 17% am	29 9%	90 15%	70 15%	22 14%	
Knew from previous experience switching other communications services	114 10%	114 10%	73 11%	41 9%	99 10%	58 11% k	49 11%	28 9%	21 14% k	50 10%	30 13% k	20 7%	14 10%	27 9%	64 10%	43 9%	15 9%	
Looked online at consumer advice website/ s.e.g. www.which.co.uk, www.citizensadvice.org.u k	96 8%	96 8%	56 8%	40 9%	76 8%	36 7%	28 6%	21 7%	7 5%	48 9%	15 7%	33 11% eflm	15 10%	25 8%	48 8%	41 9%	20 13%	
Knew from previous experience switching other non-communications services (e.g. gas/ electricity/car insurance)	88 8%	88 8%	52 8%	36 8%	77 8%	41 8%	37 8%	23 8%	14 9%	40 8%	18 8%	22 7%	18 13% am	18 6%	48 8%	34 7%	11 7%	
Other	29 3%	29 3% g	14 2%	15 3% fg	24 2%	9 2%	5 1%	2 1%	3 2%	19 4% fg	7 3% g	12 4% efg	3 2%	12 4%	10 2%	7 2%	5 3%	
Don't know	35 3%	35 3%	23 3%	12 3%	32 3%	20 4%	17 4%	10 3%	7 5%	15 3%	10 4%	5 2%	- -	12 4% l	20 3%	13 3%	3 2%	
Mean (Excl DKs)	1.87	1.87	1.85	1.89	1.87	1.86	1.83	1.86	1.77	1.91	1.86	1.95	2.36 m	1.66	1.83	1.84	1.83	
Standard Deviation	1.28	1.28	1.27	1.28	1.26	1.25	1.17	1.14	1.24	1.33	1.38	1.30	1.46	1.12	1.23	1.22	1.36	
Standard Error	0.04	0.04	0.05	0.06	0.04	0.06	0.06	0.07	0.10	0.06	0.09	0.08	0.12	0.07	0.05	0.06	0.11	

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

QE1 How did you find out what you needed to do in order to switch?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Spoke to new provider	510 45%	346 45%	203 45%	143 46%	304 46%	161 46%	146 49%	97 50%	49 45%	158 45%	64 42%	94 47%	54 59% am	89 41%	188 46%	139 46%	42 39%
Looked online at new provider's website	417 37%	299 39%	178 39%	121 39%	251 38%	130 37%	109 36%	71 37%	38 35%	142 40%	59 38%	83 41%	38 41%	83 38%	157 38%	119 40%	48 45%
Looked online at comparison website/s e.g. www.uswitch.com, www.moneysavingexpert.co m	213 19%	153 20% dg	83 18%	70 23% dg	130 20% dg	60 17%	43 14%	24 12%	19 18%	87 25% befdg	36 23% dg	51 25% befdg	26 28%	44 20%	66 16%	47 16%	23 21%
Looked online at previous provider's website	161 14%	104 14%	70 15%	34 11%	86 13%	52 15%	43 14%	32 17%	11 10%	43 12%	20 13%	23 11%	16 17% am	18 8%	61 15%	50 17%	18 17%
Spoke to previous provider	142 13%	91 12%	52 11%	39 13%	80 12%	41 12%	34 11%	20 10%	14 13%	46 13%	21 14%	25 12%	27 29% am	12 6%	45 11%	31 10%	11 10%
Asked friends/family	139 12%	85 11%	61 13% ack	24 8%	71 11%	47 14% ack	33 11%	25 13%	8 7%	38 11%	22 14% ac	16 8%	6 7%	18 8%	47 12%	39 13%	14 13%
Knew from previous experience switching the same services	139 12%	89 12%	53 12%	36 12%	76 12%	40 12%	44 15% dj	29 15% dj	15 14%	32 9%	11 7%	21 10%	16 17% am	20 9%	57 14%	42 14%	13 12%
Knew from previous experience switching other communications services	114 10%	79 10%	48 11%	31 10%	70 11%	39 11%	34 11%	16 8%	18 17% gk	36 10%	23 15% ak	13 6%	8 9%	23 11%	43 11%	25 8%	9 8%
Looked online at consumer advice website/ s.e.g. www.which.co.uk, www.citizensadvice.org.uk	96 8%	57 7%	32 7%	25 8%	46 7%	21 6%	16 5%	10 5%	6 6%	30 8%	11 7%	19 9%	10 11%	15 7%	27 7%	21 7%	11 10%
Knew from previous experience switching other non-communications services (e.g. gas/ electricity/car insurance)	88 8%	57 7%	35 8%	22 7%	48 7%	26 7%	22 7%	13 7%	9 8%	26 7%	13 8%	13 6%	9 10%	13 6%	31 8%	22 7%	9 8%
Other	29 3%	19 2%	9 2%	10 3%	17 3%	7 2%	3 1%	2 1%	1 1%	14 4% l	5 3%	9 4% dg	1 1%	9 4%	5 1%	4 1%	2 2%
Don't know	35 3%	22 3%	16 4%	6 2%	20 3%	14 4%	9 3%	7 4%	2 2%	11 3%	7 5%	4 2%	- -	6 3%	11 3%	9 3%	2 2%
Mean (Excl DKs)	1.87	1.86	1.88	1.83	1.85	1.87	1.80	1.82	1.77	1.90	1.94	1.86	2.39 m	1.63	1.83	1.85	1.90
Standard Deviation	1.28	1.30	1.34	1.24	1.27	1.30	1.18	1.14	1.25	1.35	1.49	1.24	1.38	1.12	1.25	1.25	1.44
Standard Error	0.04	0.05	0.06	0.07	0.05	0.07	0.07	0.08	0.12	0.07	0.12	0.09	0.14	0.08	0.06	0.07	0.14

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

QE1 How did you find out what you needed to do in order to switch?

Base : All decided not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233	..**	..**	..**
Looked online at new provider's website	221 32%	221 32%	129	92 39% ^{ab}	-	-	-
Looked online at previous provider's website	193 28%	193 28%	127	66 28%	-	-	-
Looked online at comparison website/s e.g. www.uswitch.com, www.moneysavingexpert.co m	187 27%	187 27%	122	65 28%	-	-	-
Spoke to previous provider	144 21%	144 21% ^c	129	15 6%	-	-	-
Spoke to new provider	107 15%	107 15%	80	27 12%	-	-	-
Didn't get that far	96 14%	96 14%	61	35 15%	-	-	-
Asked friends/family	85 12%	85 12%	57	28 12%	-	-	-
Looked online at consumer advice website/ s.e.g. www.which.co.uk, www.citizensadvice.org.u k	74 11%	74 11%	51	23 10%	-	-	-
Knew from previous experience switching the same services	70 10%	70 10%	53	17 7%	-	-	-
Knew from previous experience switching other communications services	58 8%	58 8%	38	20 9%	-	-	-
Knew from previous experience switching other non-communications services (e.g. gas/ electricity/car insurance)	53 8%	53 8%	38	15 6%	-	-	-
Other	8 1%	8 1%	3	5 2%	-	-	-
Don't know	31 4%	31 4%	18	13 6%	-	-	-
Mean (Excl DKs)	1.80	1.80	1.85	1.70	-	-	-
Standard Deviation	1.42	1.42	1.48	1.30	-	-	-
Standard Error	0.06	0.06	0.07	0.09	-	-	-

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

QE2: When you contacted your provider to switch, did they tell you about any provider-specific benefits that you might lose by switching away from them?

Base : All switchers/decided not to who contacted previous/current provider

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups															
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1198	732	467	265	612	347	296	204	92	316	143	173	134	131	416	324	120
Weighted Base	1198	732	467	265	612	347	296	204	92*	316	143	173	134	131	416	324	120
Yes	405	234	158	76	191	115	92	69	23	99	46	53	41	35	135	112	43
	34%	32%	34%	29%	31%	33%	31%	34%	25%	31%	32%	31%	31%	27%	32%	35%	36%
No	491	322	199	123	273	150	130	84	46	143	66	77	60	63	179	133	49
	41%	44%	43%	46%	45%	43%	44%	41%	50%	45%	46%	45%	45%	48%	43%	41%	41%
Don't know/don't recall	302	176	110	66	148	82	74	51	23	74	31	43	33	33	102	79	28
	25%	24%	24%	25%	24%	24%	25%	25%	25%	23%	22%	25%	25%	25%	25%	24%	23%

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

QE2: When you contacted your provider to switch, did they tell you about any provider-specific benefits that you might lose by switching away from them?

Base : All switchers/decided not to who contacted previous/current provider

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups															
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1198	497	319	178	414	236	199	136	63	215	100	115	88	90	282	219	83
Weighted Base	1198	497	319	178	414	236	199	136	63*	215	100	115	88*	90*	282	219	83*
Yes	405	163	114	49	130	81	67	50	17	63	31	32	27	22	100	83	33
	34%	33%	36%	28%	31%	34%	34%	37%	27%	29%	31%	28%	31%	24%	35%	38%	40%
No	491	230	140	90	196	106	89	56	33	107	50	57	41	49	123	90	34
	41%	46%	44%	51%	47%	45%	45%	41%	52%	50%	50%	50%	47%	54%	44%	41%	41%
Don't know/don't recall	302	104	65	39	88	49	43	30	13	45	19	26	20	19	59	46	16
	25%	21%	20%	22%	21%	21%	22%	22%	21%	21%	19%	23%	23%	21%	21%	21%	19%

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

QE2: When you contacted your provider to switch, did they tell you about any provider-specific benefits that you might lose by switching away from them?

Base : All switchers/decided not to who contacted previous/current provider

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1198	466	394	72	-	-	-
Weighted Base	1198	466	394	72*
Yes	405	171	150	21	-	-	-
	34%	37%	38%	29%	-	-	-
No	491	169	139	30	-	-	-
	41%	36%	35%	42%	-	-	-
Don't know/don't recall	302	126	105	21	-	-	-
	25%	27%	27%	29%	-	-	-

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

QE3 Which one of these best describes what you did when you switched to the provider you use now?
Fixed landline/ line rental

Base : All switchers that switched this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	974	974	523	451	974	523	454	300	154	520	223	297	143	308	454	300	-
Weighted Base	974	974	523	451	974	523	454	300	154	520	223	297	143	308	454	300	-**
I contacted my new provider to start the switch. My new provider then arranged the switch for me.	661 68%	661 68%bej	318 61%	343 76%abdefgij 68%bej	661	318 61%	307 68%bej	186 62%	121 79%abdefgij 68%bej	354 68%bej	132 59%	222 75%abdefgij	64 45%	279 91%l	307 68%	186 62%	-
I contacted my previous provider to cancel and my new provider to start using them for the service.	227 23%	227 23%chk	153 29%acdhi	74 16%	227	153	108	86	22 14%	119 23%ch	67 30%acdhi	52 18%	74 52%lm	-	108 24%	86 29%	-
Other	32 3%	32 3%	20 4%h	12 3%	32	20 4%h	12	11	1 1%	20 4%h	9 4%h	11	1 1%	11 4%	12 3%	11 4%	-
Don't know/don't recall	54 6%	54 6%	32 6%	22 5%	54	32	27	17	10	27	15	12	4 3%	18 6%	27 6%	17 6%	-

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

QE3 Which one of these best describes what you did when you switched to the provider you use now?
Fixed landline/ line rental

Base : All switchers that switched this service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	974	656	347	309	656	347	301	193	108	355	154	201	92	217	301	193	-
Weighted Base	974	656	347	309	656	347	301	193	108	355	154	201	92*	217	301	193	-**
I contacted my new provider to start the switch. My new provider then arranged the switch for me.	661 68%	448 68% b e <i>j</i>	204 59%	244 78% a b <i>d</i> e <i>f</i> g <i>j</i> j	448 68% b e <i>j</i>	204 59%	205 68% b e <i>j</i>	118 61%	87 81% a b <i>d</i> e <i>f</i> g <i>j</i> j	243 68% b e <i>j</i>	86 56%	157 78% a b <i>d</i> e <i>f</i> g <i>j</i> j	46 50%	198 91% d	205 68%	118 61%	-
I contacted my previous provider to cancel and my new provider to start using them for the service.	227 23%	149 23% c h <i>k</i>	106 31% a c <i>d</i> h <i>k</i>	43 14%	149 23% c h <i>k</i>	106 31% a c <i>d</i> h <i>k</i>	75 25% c h <i>k</i>	60 31% a c <i>d</i> h <i>k</i>	15 14%	74 21% c h <i>k</i>	46 30% c h <i>k</i>	28 14%	43 47% m	-	75 25%	60 31%	-
Other	32 3%	28 4%	16 5%	12 4%	28 4%	16 5%	9 3%	8 4%	1 1%	19 5% h	8 5%	11 5% h	1 1%	11 5%	9 3%	8 4%	-
Don't know/don't recall	54 6%	31 5%	21 6%	10 3%	31 5%	21 6%	12 4%	7 4%	5 5%	19 5%	14 9% a c <i>d</i> f g <i>k</i>	5 2%	2 2%	8 4%	12 4%	7 4%	-

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

QE3 Which one of these best describes what you did when you switched to the provider you use now?
Fixed landline/ line rental

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
I contacted my new provider to start the switch. My new provider then arranged the switch for me.	661 58%	661 58% ^b	318 47%	343 76% ^{cabdefgij}	661 68% ^{abefj}	318 61% ^b	307 68% ^{abefj}	186 62% ^b	121 79% ^{cabdefgij}	354 68% ^{abefj}	132 59% ^b	222 75% ^{abdefgij}	64 45%	279 91% ^d	307 50% ^{op}	186 41% ^p	-
I contacted my previous provider to cancel and my new provider to start using them for the service.	227 20%	227 20%	153 22% ^{ch}	74 16%	227 23% ^{chk}	153 29% ^{abcdhik}	108 24% ^{chk}	86 29% ^{abch}	22 14%	119 23% ^{ch}	67 30% ^{abcdhik}	52 18%	74 52% ^{lm}	-	108 18% ^p	86 19% ^p	-
Other	32 3%	32 3%	20 3%	12 3%	32 3%	20 4% ^h	12 3%	11 4%	1 1%	20 4% ^h	9 4% ^h	11 4%	1 1%	11 4%	12 2%	11 2% ^p	-
Don't know/don't recall	54 5%	54 5%	32 5%	22 5%	54 6%	32 6%	27 6%	17 6%	10 6%	27 5%	15 7%	12 4%	4 3%	18 6%	27 4% ^p	17 4% ^p	-
Did not switch this service	158 14%	158 14% ^{cdefghijk}	158 23% ^{acdefghijk}	-	-	-	-	-	-	-	-	-	-	-	158 26%	158 34% ⁿ	158 100% ^{no}

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

QE3 Which one of these best describes what you did when you switched to the provider you use now?
Fixed landline/ line rental

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
I contacted my new provider to start the switch. My new provider then arranged the switch for me.	661 58%	448 59% b	204 45%	244 79% cabdefgij	448 68% abej	204 59% b	205 66% abej	118 61% b	87 81% cabdefgij	243 68% abej	86 56% b	157 76% abdefgij	46 50%	198 91% d	205 50% op	118 39% p	-
I contacted my previous provider to cancel and my new provider to start using them for the service.	227 20%	149 20% g	106 23% chk	43 14%	149 23% chk	106 31% abcdhik	75 25% chk	60 31% abcdhik	15 14%	74 21% ck	46 30% achik	28 14%	43 47% m	-	75 18% op	60 20% p	-
Other	32 3%	28 4%	16 4%	12 4%	28 4%	16 5%	9 3%	8 4%	1 1%	19 5% h	8 5%	11 5% h	1 1%	11 5%	9 2%	8 3%	-
Don't know/don't recall	54 5%	31 4%	21 5%	10 3%	31 5%	21 6%	12 4%	7 4%	5 5%	19 5%	14 9% abcdfgk	5 2%	2 2%	8 4%	12 3%	7 2%	-
Did not switch this service	158 14%	107 14% cdefghijk	107 24% acdefghijk	-	-	-	-	-	-	-	-	-	-	-	107 26%	107 36% n	107 100% no

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

QE3 Which one of these best describes what you did when you switched to the provider you use now?
Fixed broadband

Base : All switchers that switched this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	974	974	523	451	974	523	454	300	154	520	223	297	143	308	454	300	-
Weighted Base	974	974	523	451	974	523	454	300	154	520	223	297	143	308	454	300	-**
I contacted my new provider to start the switch. My new provider then arranged the switch for me.	654 67%	654 67% bej	316 60%	338 75% cabdefgj	654 67% bej	316 60%	304 67% bej	184 61%	120 78% cabdefgj	350 67% bej	132 59%	218 73% abdegj	60 42%	278 90% l	304 67%	184 61%	-
I contacted my previous provider to cancel and my new provider to start using them for the service.	232 24%	232 24% ch	154 29% acdhi	78 17%	232 24% ch	154 29% acdhi	110 24% ch	87 29% chik	23 15%	122 23% ch	67 30% chik	55 19%	78 55% lm	-	110 24%	87 29%	-
Other	33 3%	33 3%	21 4% h	12 3%	33 3%	21 4% h	13 3%	12 4% h	1 1%	20 4% h	9 4% h	11 4%	1 1%	11 4%	13 3%	12 4%	-
Don't know/don't recall	55 6%	55 6%	32 6%	23 5%	55 6%	32 6%	27 6%	17 6%	10 6%	28 5%	15 7%	13 4%	4 3%	19 6%	27 6%	17 6%	-

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

QE3 Which one of these best describes what you did when you switched to the provider you use now?
Fixed broadband

Base : All switchers that switched this service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	974	656	347	309	656	347	301	193	108	355	154	201	92	217	301	193	-
Weighted Base	974	656	347	309	656	347	301	193	108	355	154	201	92*	217	301	193	-**
I contacted my new provider to start the switch. My new provider then arranged the switch for me.	654 67%	443 68% bej	203 59%	240 78% cabdefgij	443 68% bej	203 59%	205 68% bej	118 61%	87 81% cabdefgij	238 67% bej	85 55%	153 76% abdegij	43 47%	197 91% d	205 68%	118 61%	-
I contacted my previous provider to cancel and my new provider to start using them for the service.	232 24%	154 23% chik	108 31% acdhi	46 15%	154 23% chik	108 31% acdhi	75 25% chik	60 31% acdhi	15 14%	79 22% c	48 31% acdhi	31 15%	46 50% m	-	75 25%	60 31%	-
Other	33 3%	27 4%	15 4%	12 4%	27 4%	15 4%	9 3%	8 4%	1 1%	18 5%	7 5%	11 5% h	1 1%	11 5%	9 3%	8 4%	-
Don't know/don't recall	55 6%	32 5%	21 6%	11 4%	32 5%	21 6%	12 4%	7 4%	5 5%	20 6%	14 9% acdfgk	6 3%	2 2%	9 4%	12 4%	7 4%	-

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

QE3 Which one of these best describes what you did when you switched to the provider you use now?
Fixed broadband

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
I contacted my new provider to start the switch. My new provider then arranged the switch for me.	654 58%	654 58%	316 46%	338 75% cabdefgij	654 67% abej	316 60% b	304 67% abej	184 61% b	120 78% cabdefgij	350 67% abej	132 59% b	218 73% abdegij	60 42%	278 90% l	304 50% op	184 40% p	-
I contacted my previous provider to cancel and my new provider to start using them for the service.	232 20%	232 20%	154 23% ch	78 17%	232 24% ch	154 29% abcdhik	110 24% ch	87 29% abchh	23 15%	122 23% ch	67 30% abchh	55 19%	78 55% lm	-	110 18% p	87 19% p	-
Other	33 3%	33 3%	21 3%	12 3%	33 3%	21 4% h	13 3%	12 4% h	1 1%	20 4% h	9 4% h	11 4%	1 1%	11 4%	13 2%	12 3% p	-
Don't know/don't recall	55 5%	55 5%	32 5%	23 5%	55 6%	32 6%	27 6%	17 6%	10 6%	28 5%	15 7%	13 4%	4 3%	19 6%	27 4% p	17 4% p	-
Did not switch this service	158 14%	158 14%	158 23% acdefghijk	-	-	-	-	-	-	-	-	-	-	-	158 26%	158 34% n	158 100% no

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

QE3 Which one of these best describes what you did when you switched to the provider you use now?
Fixed broadband

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
I contacted my new provider to start the switch. My new provider then arranged the switch for me.	654 58%	443 58% ^b	203 45%	240 78% ^{cabdefgij}	443 68% ^{abej}	203 59% ^b	205 66% ^{abej}	118 61% ^b	87 81% ^{cabdefgij}	238 67% ^{abej}	85 55% ^b	153 76% ^{abdegij}	43 47%	197 91% ^d	205 50% ^{op}	118 39% ^p	-
I contacted my previous provider to cancel and my new provider to start using them for the service.	232 20%	154 20% ^c	108 24% ^{chk}	46 15%	154 23% ^{chk}	108 31% ^{abcdhik}	75 25% ^{chk}	60 31% ^{acdhi}	15 14%	79 22% ^c	48 31% ^{acdhi}	31 15%	46 50% ^m	-	75 18% ^p	60 20% ^p	-
Other	33 3%	27 4%	15 3%	12 4%	27 4%	15 4%	9 3%	8 4%	1 1%	18 5%	7 5%	11 5% ^h	1 1%	11 5%	9 2%	8 3%	-
Don't know/don't recall	55 5%	32 4%	21 5%	11 4%	32 5%	21 6%	12 4%	7 4%	5 5%	20 6%	14 9% ^{abcdfijk}	6 3%	2 2%	9 4%	12 3%	7 2%	-
Did not switch this service	158 14%	107 14% ^{cdefghijk}	107 24% ^{acdefghijk}	-	-	-	-	-	-	-	-	-	-	-	107 26%	107 36% ⁿ	107 100% ^{no}

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

QE3 Which one of these best describes what you did when you switched to the provider you use now?
Pay TV service

Base : All switchers that switched this service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	612	612	458	154	454	300	454	300	154	-	-	-	46	108	612	458	158
Weighted Base	612	612	458	154	454	300	454	300	154	-**	-**	-**	46*	108	612	458	158
I contacted my new provider to start the switch. My new provider then arranged the switch for me.	391 64%	391 64%	272 59%	119 77% cabdefg	300 66% b	181 60%	300 66% b	181 60%	119 77% cabdefg	-	-	-	22 48%	97 90% d	391 64%	272 59%	91 58%
I contacted my previous provider to cancel and my new provider to start using them for the service.	169 28%	169 28% ch	148 32% cdth	21 14%	110 24% ch	89 30% ch	110 24% ch	89 30% ch	21 14%	-	-	-	21 46% lm	-	169 28%	148 32%	59 37% n
Other	19 3%	19 3%	16 3%	3 2%	16 4%	13 4%	16 4%	13 4%	3 2%	-	-	-	2 4%	1 1%	19 3%	16 3%	3 2%
Don't know/don't recall	33 5%	33 5%	22 5%	11 7%	28 6%	17 6%	28 6%	17 6%	11 7%	-	-	-	1 2%	10 9%	33 5%	22 5%	5 3%

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

QE3 Which one of these best describes what you did when you switched to the provider you use now?

Pay TV service

Base : All switchers that switched this service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	612	408	300	108	301	193	301	193	108	-	-	-	32	76	408	300	107
Weighted Base	612	408	300	108	301	193	301	193	108	-**	-**	-**	32*	76*	408	300	107
I contacted my new provider to start the switch. My new provider then arranged the switch for me.	391 64%	263 64%	176 59%	87 81% abdefg	202 67% b	115 60%	202 67% b	115 60%	87 81% abdefg	-	-	-	17 53%	70 92% d	263 64%	176 59%	61 57%
I contacted my previous provider to cancel and my new provider to start using them for the service.	169 28%	116 28% ch	103 34% cdth	13 12%	76 25% ch	63 33% ch	76 25% ch	63 33% ch	13 12%	-	-	-	13 41% lm	-	116 28%	103 34%	40 37%
Other	19 3%	12 3%	9 3%	3 3%	11 4%	8 4%	11 4%	8 4%	3 3%	-	-	-	2 6%	1 1%	12 3%	9 3%	1 1%
Don't know/don't recall	33 5%	17 4%	12 4%	5 5%	12 4%	7 4%	12 4%	7 4%	5 5%	-	-	-	-	5 7%	17 4%	12 4%	5 5%

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

QE3 Which one of these best describes what you did when you switched to the provider you use now?
Pay TV service

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS										Cancel		PAY TV			
		Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)						Dual ORS (k)
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
I contacted my new provider to start the switch. My new provider then arranged the switch for me.	391 35%	391	272	119	300	181	300	181	119	-	-	-	22	97	391	272	91
		35%ciijk	40%acdijk	26%ijk	31%ijk	35%ciijk	66%abcdeijk	60%abcdeijk	77%abcdegiijk	-	-	-	15%	31%lm	64%	59%	58%
I contacted my previous provider to cancel and my new provider to start using them for the service.	169 15%	169	148	21	110	89	110	89	21	-	-	-	21	-	169	148	59
		15%cdijk	22%acdehijk	5%ijk	11%ciijk	17%cdijk	24%acdehijk	30%abcdehijk	14%ciijk	-	-	-	15%lm	-	28%	32%	37%lmn
Other	19 2%	19	16	3	16	13	16	13	3	-	-	-	2	1	19	16	3
		2%ik	2%ciijk	1%	2%ik	2%ciijk	4%acdijk	4%acdijk	2%ijk	-	-	-	1%	*	3%	3%	2%
Don't know/don't recall	33 3%	33	22	11	28	17	28	17	11	-	-	-	1	10	33	22	5
		3%ijk	3%ijk	2%ijk	3%ijk	3%ijk	6%abcdeijk	6%acdijk	7%abcdeijk	-	-	-	1%	3%	5%	5%	3%
Did not switch this service	520 46%	520	223	297	520	223	-	-	-	520	223	297	97	200	-	-	-
		46%bfgih	33%fgh	66%abdefgh	53%abefgh	43%bfgih	-	-	-	100%abcdegh	100%abcdegh	100%abcdegh	68%	65%	-	-	-

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

QE3 Which one of these best describes what you did when you switched to the provider you use now?

Pay TV service

Base : All switchers

Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
	Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
	Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
I contacted my new provider to start the switch. My new provider then arranged the switch for me.	391 35%	263 34%cdijk	176 39%cdijk	87 28%ijk	202 31%ijk	115 33%ijk	202 67%abcdeijk	115 60%abcdeijk	87 81%abcdeijk	-	-	-	17 18%	70 32%l	263 64%	176 59%	61 57%
I contacted my previous provider to cancel and my new provider to start using them for the service.	169 15%	116 15%cdijk	103 23%acdhiijk	13 4%ijk	76 12%oijk	63 18%cdijk	76 25%acdehiijk	63 33%abcdehiijk	13 12%oijk	-	-	-	13 14%lm	-	116 28%	103 34%	40 37%
Other	19 2%	12 2%l	9 2%lk	3 1%	11 2%l	8 2%lk	11 4%acijk	8 4%acdijk	3 3%ijk	-	-	-	2 2%	1 *	12 3%	9 3%	1 1%
Don't know/don't recall	33 3%	17 2%lk	12 3%ijk	5 2%l	12 2%l	7 2%lk	12 4%diijk	7 4%ijk	5 5%ijk	-	-	-	-	5 2%	17 4%	12 4%	5 5%
Did not switch this service	520 46%	355 47%bigh	154 34%lgh	201 65%abdefgh	355 54%abefgh	154 44%bfgh	-	-	-	355 100%abcdegh	154 100%abcdegh	201 100%abcdegh	60 65%	141 65%	-	-	-

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

QE3 Which one of these best describes what you did when you switched to the provider you use now? SUMMARY

Base : All switchers that switched service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT V (n)	Triple CPS & SAPT V CPS (o)	SAPT V CPS (p)
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
I contacted my new provider to start the switch. My new provider then arranged the switch for me.	758 67%	758 67% bej	414 61%	344 76% abdefgij	667 68% bej	323 62%	311 69% bej	189 63%	122 79% abdefgij	356 68% bej	134 60%	222 75% abdefgij	65 45%	279 91% l	402 66%	280 61%	91 58%
I contacted my previous provider to cancel and my new provider to start using them for the service.	300 27%	300 27% chik	221 32% acdfhik	79 18%	241 25% chik	162 31% cdhik	117 26% chik	93 31% cdhik	24 16%	124 24% ch	69 31% schik	55 19%	79 55% lm	-	176 29%	152 33%	59 37% en
Other	40 4%	40 4%	26 4%	14 3%	37 4%	23 4%	16 4%	13 4%	3 2%	21 4%	10 4%	11 4%	3 2%	11 4%	19 3%	16 3%	3 2%
Don't know/don't recall	61 5%	61 5%	37 5%	24 5%	56 6%	32 6%	28 6%	17 6%	11 7%	28 5%	15 7%	13 4%	4 3%	20 6%	33 5%	22 5%	5 3%

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

QE3 Which one of these best describes what you did when you switched to the provider you use now? SUMMARY

Base : All switchers that switched service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
I contacted my new provider to start the switch. My new provider then arranged the switch for me.	758 67%	513 67% b e <i>j</i>	268 59%	245 79% a b <i>d</i> e <i>f</i> g <i>j</i> <i>k</i>	452 69% b e <i>j</i>	207 60%	208 69% b e <i>j</i>	120 62%	88 81% a b <i>d</i> e <i>f</i> g <i>j</i> <i>k</i>	244 69% b e <i>j</i>	87 56%	157 76% a b <i>d</i> e <i>f</i> g <i>j</i> <i>k</i>	47 51%	198 91% a	269 66%	181 60%	61 57%
I contacted my previous provider to cancel and my new provider to start using them for the service.	300 27%	199 26% c <i>h</i> k	152 33% a c <i>d</i> f <i>h</i> k	47 15%	159 24% c <i>h</i> k	112 32% a c <i>d</i> h <i>k</i>	80 27% c <i>h</i> k	64 33% a c <i>d</i> h <i>k</i>	16 15%	79 22% c	48 31% s <i>c</i> h <i>k</i>	31 15%	47 51% u m	- -	120 29%	104 35%	40 37%
Other	40 4%	31 4%	17 4%	14 5%	30 5%	16 5%	11 4%	8 4%	3 3%	19 5%	8 5%	11 5%	3 3%	11 5%	12 3%	9 3%	1 1%
Don't know/don't recall	61 5%	37 5%	26 6%	11 4%	32 5%	21 6%	12 4%	7 4%	5 5%	20 6%	14 9% a c <i>d</i> f <i>g</i> k	6 3%	2 2%	9 4%	17 4%	12 4%	5 5%

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

QF1: Once you had decided to switch your service(s), who did you contact first?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups															
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
My previous provider	268	268	185	83	224	141	110	82	28	114	59	55	52	31	154	126	44
24%	24%	24%g	27%chik	18%	23%	27%chik	24%g	27%chik	18%	22%	26%ck	19%	36%lm	10%	25%	28%	28%
My new/current provider	765	765	439	326	661	335	299	192	107	362	143	219	77	249	403	296	104
68%	68%	68%	64%	72%bdefgj	68%	64%	66%	64%	69%	70%	64%	74%bdefgj	54%	81%l	66%	65%	66%
Don't know/don't recall	99	99	57	42	89	47	45	26	19	44	21	23	14	28	55	36	10
9%	9%	9%	8%	9%	9%	9%	10%	9%	12%	8%	9%	8%	10%	9%	9%	8%	6%

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

QF1: Once you had decided to switch your service(s), who did you contact first?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual		Triple/ Dual		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
My previous provider	268	183	125	58	156	98	79	57	22	77	41	36	37	21	106	84	27
	24%	24%	28% ck	19%	24%	28% ckik	26% ck	30% ckik	20%	22%	27% ck	18%	40% cm	10%	26%	28%	25%
My new/current provider	765	520	293	227	449	222	198	123	75	251	99	152	48	179	269	194	71
	68%	68%	65%	73% abelgj	68%	64%	66%	64%	69%	71%	64%	76% abelgj	52%	82% l	66%	65%	66%
Don't know/don't recall	99	60	36	24	51	27	24	13	11	27	14	13	7	17	33	22	9
	9%	8%	8%	8%	8%	8%	8%	7%	10%	8%	9%	6%	8%	8%	8%	7%	8%

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

QF3c And at what point or points did you contact your previous service provider? SUMMARY - ALL PROVIDERS

Base : All switchers who contacted previous provider

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT V (n)	Triple CPS & SAPT V CPS (o)	SAPT V CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	732	732	467	265	612	347	296	204	92	316	143	173	134	131	416	324	120
Weighted Base	732	732	467	265	612	347	296	204	92*	316	143	173	134	131	416	324	120
After I had looked at alternatives but before I had made a final decision on an alternative provider	184 25%	184 25%	120 26%	64 24%	146 24%	82 24%	79 27%	59 29%	20 22%	67 21%	23 16%	44 25%	33 25%	31 24%	117 28%	97 30%	38 32%
After I had made a decision on an alternative provider, but before I had signed up	292 40%	292 40%	193 41%	99 37%	240 39%	141 41%	109 37%	77 38%	32 35%	131 41%	64 45%	67 39%	57 43%	42 32%	161 39%	129 40%	52 43%
After I had signed up with an alternative provider	226 31%	226 31%	149 32%	77 29%	188 31%	111 32%	91 31%	65 32%	26 28%	97 31%	46 32%	51 29%	43 32%	34 26%	129 31%	103 32%	38 32%
Don't know/don't recall	99 14%	99 14%	54 12%	45 17%	73 12%	28 8%	30 10%	12 6%	18 20%	43 14%	16 11%	27 16%	12 9%	33 25%	56 13%	38 12%	26 22%

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

QF3c And at what point or points did you contact your previous service provider? SUMMARY - ALL PROVIDERS

Base : All switchers who contacted previous provider

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	732	497	319	178	414	236	199	136	63	215	100	115	88	90	282	219	83
Weighted Base	732	497	319	178	414	236	199	136	63*	215	100	115	88*	90*	282	219	83*
After I had looked at alternatives but before I had made a final decision on an alternative provider	184	136	83	53	111	58	58	41	17	53	17	36	26	27	83	66	25
	25%	27% ^q	26%	30% ^q	27% ^q	25%	29% ^q	30% ^q	27%	25%	17%	31% ^q	30%	30%	29%	30%	30%
After I had made a decision on an alternative provider, but before I had signed up	292	197	131	66	162	96	77	53	24	85	43	42	39	27	112	88	35
	40%	40%	41%	37%	39%	41%	39%	39%	38%	40%	43%	37%	44%	30%	40%	40%	42%
After I had signed up with an alternative provider	226	154	105	49	126	77	57	43	14	69	34	35	25	24	85	71	28
	31%	31%	33%	28%	30%	33%	29%	32%	22%	32%	34%	30%	28%	27%	30%	32%	34%
Don't know/don't recall	99	63	37	26	45	19	20	8	12	25	11	14	8	18	38	26	18
	14%	13% ^q	12%	15% ^{eq}	11%	8%	10%	6%	19% ^{eq}	12%	11%	12%	9%	20% ^q	13%	12%	22% ^q

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

QF4 And at what point or points did you contact your current service provider?

Base : All decided not to who contacted current provider

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	466	466	394	72	-	-	-
Weighted Base	466	466	394	72*	-.**	-.**	-.**
Before I had looked at any alternatives/ contacted any other providers	87 19%	87 19%	71 18%	16 22%	-	-	-
After I had looked at alternatives but before I had made a final decision	305 65%	305 65% ^{ac}	271 69% ^{ac}	34 47%	-	-	-
After I had made a decision on an alternative provider, but before I had signed up	47 10%	47 10%	34 9%	13 18% ^{ab}	-	-	-
After I had signed up with an alternative provider	17 4%	17 4%	14 4%	3 4%	-	-	-
Don't know/don't recall	36 8%	36 8%	24 6%	12 17% ^{ab}	-	-	-

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

QF5a And which, if any, of these were reasons you contacted your previous provider?

Base : All switchers who contacted previous provider

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	732	732	467	265	612	347	296	204	92	316	143	173	134	131	416	324	120
Weighted Base	732	732	467	265	612	347	296	204	92*	316	143	173	134	131	416	324	120
To cancel my service/ give notice	313 43%	313 43%	207 44%	106 40%	263 43%	157 45%	123 42%	88 43%	35 38%	140 44%	69 48%	71 41%	106 79% ^{am}	-	173 42%	138 43%	50 42%
To confirm that service was cancelled	222 30%	222 30%	140 30%	82 31%	192 31%	110 32%	100 34% ^{aj}	76 37% ^{aj}	24 26%	92 29%	34 24%	58 34%	53 40% ^{am}	29 22%	130 31%	106 33%	30 25%
To arrange the 'stop date' in order to avoid paying both providers at the same time	208 28%	208 28%	142 30%	66 25%	172 28%	106 31%	90 30%	67 33%	23 25%	82 26%	39 27%	43 25%	51 38% ^{am}	15 11%	126 30%	103 32%	36 30%
To check how much my final bill would be	183 25%	183 25%	124 27%	59 22%	153 25%	94 27%	73 25%	56 27%	17 18%	80 25%	38 27%	42 24%	33 25%	26 20%	103 25%	86 27%	30 25%
To arrange the 'stop date' in order to avoid a break in service	161 22%	161 22%	114 24% ^{ck}	47 18%	140 23%	93 27% ^{ck}	73 25% ^{ck}	55 27% ^{ck}	18 20%	67 21%	38 27% ^{ck}	29 17%	35 26% ^{am}	12 9%	94 23%	76 23%	21 18%
To negotiate a better deal with my current provider	128 17%	128 17%	80 17%	48 18%	109 18%	61 18%	55 19%	40 20%	15 16%	54 17%	21 15%	33 19%	22 16%	26 20%	74 18%	59 18%	19 16%
To find out if I had a notice period	104 14%	104 14%	74 16% ^{ck}	30 11%	88 14%	58 17% ^{ck}	51 17% ^{ck}	36 18% ^{ck}	15 16%	37 12%	22 15%	15 9%	19 14%	11 8%	67 16%	52 16%	16 13%
To find out what I needed to do to change provider	94 13%	94 13%	49 10%	45 17% ^{bej}	79 13%	34 10%	35 12%	23 11%	12 13%	44 14%	11 8%	33 19% ^{abdefgj}	29 22% ^{am}	16 12%	50 12%	38 12%	15 13%
To find out about any other charges for ending my contract	88 12%	88 12%	57 12%	31 12%	74 12%	43 12%	39 13%	28 14%	11 12%	35 11%	15 10%	20 12%	22 16% ^{am}	9 7%	53 13%	42 13%	14 12%
To find out about any charges for ending my contract early	84 11%	84 11%	50 11%	34 13%	71 12%	37 11%	34 11%	21 10%	13 14%	37 12%	16 11%	21 12%	21 16%	13 10%	47 11%	34 10%	13 11%
To find out when my contract ended	82 11%	82 11%	50 11%	32 12%	67 11%	35 10%	35 12%	21 10%	14 15%	32 10%	14 10%	18 10%	20 15%	12 9%	50 12%	36 11%	15 13%
To complain/ report an issue	81 11%	81 11%	44 9%	37 14%	74 12%	37 11%	31 10%	19 9%	12 13%	43 14%	18 13%	25 14%	22 16%	15 11%	38 9%	26 8%	7 6%
To talk about their products and services	40 5%	40 5%	16 3%	24 9% ^{abegj}	35 6%	11 3%	17 6%	7 3%	10 11% ^{abegj}	18 6%	4 3%	14 8% ^{bej}	12 9%	12 9%	22 5%	12 4%	5 4%
To understand content that might be affected, e.g. that I might lose by switching	36 5%	36 5%	29 6% ^{ck}	7 3%	26 4%	19 5%	13 4%	10 5%	3 3%	13 4%	9 6%	4 2%	5 4%	2 2%	23 6%	20 6%	10 8%
To obtain information about my contract e.g. my usage patterns/spend	27 4%	27 4%	20 4%	7 3%	18 3%	11 3%	10 3%	7 3%	3 3%	8 3%	4 3%	4 2%	4 3%	3 2%	19 5%	16 5%	9 8%
Other	9 1%	9 1%	3 1%	6 2%	8 1%	2 1%	2 1%	1 1%	1 1%	6 2%	1 1%	5 3% ^{be}	1 1%	5 4%	3 1%	2 1%	1 1%
Don't know/don't recall	37 5%	37 5%	22 5%	15 6%	31 5%	16 5%	19 6%	10 5%	9 10% ^{ik}	12 4%	6 4%	6 3%	-	15 11% ^d	25 6%	16 5%	6 5%
NET: TO FIND/SEARCH FOR A BETTER DEAL	151 21%	151 21%	87 19%	64 24%	130 21%	66 22%	64 22%	43 21%	21 23%	66 21%	23 16%	43 25%	30 22%	34 26%	85 20%	64 20%	21 18%
Mean number of mentions	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.2	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/g/h/i/j/k - l/m - n/o/p
* small base

QF5a And which, if any, of these were reasons you contacted your previous provider?

Base : All switchers who contacted previous provider

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups															
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	732	732	467	265	612	347	296	204	92	316	143	173	134	131	416	324	120
Weighted Base	732	732	467	265	612	347	296	204	92*	316	143	173	134	131	416	324	120
NET: TO FIND INFORMATION ABOUT IMPLICATIONS OF SWITCHING	190 26%	190 26%	116 25%	74 28%	159 26%	85 24%	80 27%	50 25%	30 33%	79 25%	35 24%	44 25%	47 35% ^m	27 21%	111 27%	81 25%	31 26%
Mean number of mentions	1.3	1.3	1.4	1.3	1.3	1.4	1.4	1.4	1.3	1.3	1.3	1.3	1.3	1.3	1.4	1.4	1.4
NET: QUESTIONS RELATED TO THE PROCESS	557 76%	557 76%	368 79% ^{ch}	189 71%	472 77%	283 82% ^{achk}	231 78%	168 82% ^{chkh}	63 68%	241 76%	115 80% ^{ch}	126 73%	126 94% ^m	63 48%	316 76%	253 78%	85 71%
Mean number of mentions	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.1	2.0 ^{ad}	1.9	1.9	2.0	2.3	1.3	2.0	2.0	2.0

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
* small base

QF5a And which, if any, of these were reasons you contacted your previous provider?

Base : All switchers who contacted previous provider

	Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT V (n)	Triple CPS & SAPT V CPS (o)	SAPT V CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	732	497	319	178	414	236	199	136	63	215	100	115	88	90	282	219	83	
Weighted Base	732	497	319	178	414	236	199	136	63*	215	100	115	88*	90*	282	219	83*	
To cancel my service/ give notice	313 43%	221 44%	150 47%	71 40%	184 44%	113 48%	86 43%	60 44%	26 41%	98 46%	53 53%ck	45 39%	71 81%um	-	123 44%	97 44%	37 45%	
To confirm that service was cancelled	222 30%	136 27%	85 27%	51 29%	117 28%	66 28%	56 28%	41 30%	15 24%	61 28%	25 25%	36 31%	34 39%um	17 19%	75 27%	60 27%	19 23%	
To arrange the 'stop date' in order to avoid paying both providers at the same time	208 28%	138 28%	92 29%	46 26%	115 28%	69 29%	61 31%	44 32%	17 27%	54 25%	25 25%	29 25%	35 40%um	11 12%	84 30%	67 31%	23 28%	
To check how much my final bill would be	183 25%	129 26%	91 29%h	38 21%	108 26%	70 30%h	53 27%	43 32%ch	10 16%	55 26%	27 27%	28 24%	23 26%	15 17%	74 26%	64 29%	21 25%	
To arrange the 'stop date' in order to avoid a break in service	161 22%	110 22%	80 25%ck	30 17%	93 22%	63 27%ck	50 25%k	37 27%ck	13 21%	43 20%	26 26%k	17 15%	23 26%um	7 8%	67 24%	54 25%	17 20%	
To negotiate a better deal with my current provider	128 17%	94 19%	56 18%	38 21%	81 20%	43 18%	42 21%	29 21%	13 21%	39 18%	14 14%	25 22%	15 17%	23 26%	55 20%	42 19%	13 16%	
To find out if I had a notice period	104 14%	69 14%k	51 16%k	18 10%	57 14%k	39 17%k	35 18%cik	25 18%cik	10 16%	22 10%	14 14%	8 7%	10 11%	8 9%	47 17%	37 17%	12 14%	
To find out what I needed to do to change provider	94 13%	61 12%	36 11%	25 14%	51 12%	26 11%	22 11%	16 12%	6 10%	29 13%	10 10%	19 17%	17 19%um	8 9%	32 11%	26 12%	10 12%	
To find out about any other charges for ending my contract	88 12%	61 12%	43 13%	18 10%	49 12%	31 13%	27 14%	21 15%	6 10%	22 10%	10 10%	12 10%	12 14%	6 7%	39 14%	33 15%	12 14%	
To find out about any charges for ending my contract early	84 11%	62 12%	40 13%	22 12%	53 13%	31 13%	28 14%	18 13%	10 16%	25 12%	13 13%	12 10%	12 14%	10 11%	37 13%	27 12%	9 11%	
To find out when my contract ended	82 11%	55 11%	33 10%	22 12%	47 11%	25 11%	25 13%	15 11%	10 16%	22 10%	10 10%	12 10%	13 15%	9 10%	33 12%	23 11%	8 10%	
To complain/ report an issue	81 11%	53 11%	29 9%	24 13%	49 12%	25 11%	20 10%	12 9%	8 13%	29 13%	13 13%	16 14%	13 15%	11 12%	24 9%	16 7%	4 5%	
To talk about their products and services	40 5%	30 6%	12 4%	18 10%bejj	25 6%	7 3%	12 6%	4 3%	8 13%abegjj	13 6%	3 3%	10 9%bejj	9 10%	9 10%	17 6%	9 4%	5 6%	
To understand content that might be affected, e.g. that I might lose by switching	36 5%	25 5%	19 6%	6 3%	19 5%	13 6%	9 5%	7 5%	2 3%	10 5%	6 6%	4 3%	4 5%	2 2%	15 5%	13 6%	6 7%	
To obtain information about my contract e.g. my usage patterns/spend	27 4%	18 4%	14 4%	4 2%	14 3%	10 4%	8 4%	6 4%	2 3%	6 3%	4 4%	2 2%	3 3%	1 1%	12 4%	10 5%	4 5%	
Other	9 1%	7 1%	2 1%	5 3%bel	6 1%	1 *	-	-	-	6 3%bel	1 1%	5 4%abefl	1 1%	4 4%	1 *	1 *	1 1%	
Don't know/don't recall	37 5%	22 4%	14 4%	8 4%	17 4%	9 4%	12 6%j	8 6%	4 6%	5 2%	1 1%	4 3%	-	8 9%id	17 6%	13 6%	5 6%	
NET: TO FIND/SEARCH FOR A BETTER DEAL	151 21%	110 22%	60 19%	50 26%bej	95 23%	45 19%	48 24%	30 22%	18 26%j	47 22%	15 15%	32 26%dj	22 25%	28 31%	63 22%	45 21%	15 18%	
Mean number of mentions	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.2	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.2	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/j/k - l/m - n/o/p
* small base

QF5a And which, if any, of these were reasons you contacted your previous provider?

Base : All switchers who contacted previous provider

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	732	497	319	178	414	236	199	136	63	215	100	115	88	90	282	219	83
Weighted Base	732	497	319	178	414	236	199	136	63*	215	100	115	88*	90*	282	219	83*
NET: TO FIND INFORMATION ABOUT IMPLICATIONS OF SWITCHING	190 26%	132 27%	83 26%	49 28%	112 27%	63 27%	57 29%	37 27%	20 32%	55 26%	26 26%	29 25%	30 34%	19 21%	77 27%	57 26%	20 24%
Mean number of mentions	1.3	1.3	1.4	1.3	1.3	1.4	1.4	1.5	1.3	1.3	1.3	1.2	1.2	1.3	1.4	1.5	1.5
NET: QUESTIONS RELATED TO THE PROCESS	557 76%	373 75%	251 79%ck	122 69%	316 76%ck	194 82%ack	156 78%ck	111 82%ck	45 71%	160 74%	83 83%ck	77 67%	82 93%ck	40 44%	213 76%	168 77%	57 69%
Mean number of mentions	2.0	2.0	2.0	2.0	2.0	1.9	2.0	2.0	1.8ad	1.9	1.8	2.0	2.3	1.3	2.0	2.0	2.1

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

QF5b And which, if any, of these were reasons you contacted your previous provider?

Base : All decided not to switch who contacted current provider

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	466	466	394	72	-	-	-
Weighted Base	466	466	394	72*	..**	..**	..**
To negotiate a better deal with my current provider	266 57%	266 57% bc	238 60% bc	28 39%	-	-	-
To talk about their products and services	93 20%	93 20%	80 20%	13 18%	-	-	-
To cancel my service/ give notice	73 16%	73 16%	65 16%	8 11%	-	-	-
To find out when my contract ended	71 15%	71 15%	54 14%	17 24% cb	-	-	-
To find out what I needed to do to change provider	57 12%	57 12%	45 11%	12 17%	-	-	-
To find out if I had a notice period	54 12%	54 12%	41 10%	13 18%	-	-	-
To check how much my final bill would be	44 9%	44 9%	36 9%	8 11%	-	-	-
To complain/ report an issue	41 9%	41 9%	31 8%	10 14%	-	-	-
To obtain information about my contract e.g. my usage patterns/spend	39 8%	39 8%	31 8%	8 11%	-	-	-
To understand content that might be affected, e.g. that I might lose by switching	39 8%	39 8%	34 9%	5 7%	-	-	-
To find out about any other charges for ending my contract	36 8%	36 8%	28 7%	8 11%	-	-	-
To find out about any charges for ending my contract early	35 8%	35 8%	27 7%	8 11%	-	-	-
To arrange the 'stop date' in order to avoid a break in service	26 6%	26 6%	20 5%	6 8%	-	-	-
To arrange the 'stop date' in order to avoid paying both providers at the same time	23 5%	23 5%	18 5%	5 7%	-	-	-
To confirm that service was cancelled	15 3%	15 3%	13 3%	2 3%	-	-	-
Other	14 3%	14 3%	10 3%	4 6%	-	-	-
Don't know/don't recall	21 5%	21 5%	15 4%	6 8%	-	-	-
NET: TO FIND/SEARCH FOR A BETTER DEAL	297 64%	297 64% bc	261 66% bc	36 50%	-	-	-
Mean number of mentions	1.2	1.2	1.2	1.1	0.0	0.0	0.0

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

QF5b And which, if any, of these were reasons you contacted your previous provider?

Base : All decided not to switch who contacted current provider

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	466	394	72	-	-	-
Weighted Base	466	394	72*	-.**	-.**	-.**
NET: TO FIND INFORMATION ABOUT IMPLICATIONS OF SWITCHING	101 22%	101 22%	79 20%	22 31% ^b	-	-
Mean number of mentions	1.4	1.4	1.5	0.0	0.0	0.0
NET: QUESTIONS RELATED TO THE PROCESS	159 34%	159 34%	132 34%	27 38%	-	-
Mean number of mentions	1.6	1.6	1.5	1.7 ^a	0.0	0.0

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

QF1X: Once you had decided to switch your service(s), who did you contact first?

Base : All switchers that contacted provider to negotiate a better deal at QF5

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups															
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	128	128	80	48	109	61	55	40	15	54	21	33	22	26	74	59	19
Weighted Base	128	128	80*	48*	109	61*	55*	40*	15**	54*	21**	33*	22**	26**	74*	59*	19**
My previous provider	66	66	38	28	56	28	26	17	9	30	11	19	17	11	36	27	10
	52%	52%	48%	58%	51%	46%	47%	43%	60%	56%	52%	58%	77%	42%	49%	46%	53%
My new/current provider	56	56	39	17	47	30	25	21	4	22	9	13	4	13	34	30	9
	44%	44%	49%	35%	43%	49%	45%	53%	27%	41%	43%	39%	18%	50%	46%	51%	47%
Don't know/don't recall	6	6	3	3	6	3	4	2	2	2	1	1	1	2	4	2	-
	5%	5%	4%	6%	6%	5%	7%	5%	13%	4%	5%	3%	5%	8%	5%	3%	-

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

QF1X: Once you had decided to switch your service(s), who did you contact first?

Base : All switchers that contacted provider to negotiate a better deal at QF5

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups															
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	128	94	56	38	81	43	42	29	13	39	14	25	15	23	55	42	13
Weighted Base	128	94*	56*	38*	81*	43*	42*	29**	13**	39*	14**	25**	15**	23**	55*	42*	13**
My previous provider	66	45	23	22	39	17	18	10	8	21	7	14	12	10	24	16	6
	52%	48%	41%	58%	48%	40%	43%	34%	62%	54%	50%	56%	80%	43%	44%	38%	46%
My new/current provider	56	45	31	14	38	24	20	17	3	18	7	11	2	12	27	24	7
	44%	48%	55%	37%	47%	56%	48%	59%	23%	46%	50%	44%	13%	52%	49%	57%	54%
Don't know/don't recall	6	4	2	2	4	2	4	2	2	-	-	-	1	1	4	2	-
	5%	4%	4%	5%	5%	5%	10%	7%	15%	-	-	-	7%	4%	7%	5%	-

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

QF3cX And at what point or points did you contact your previous service provider? SUMMARY - ALL PROVIDERS

Base : All switchers that contacted provider to negotiate a better deal at QF5

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	128	128	80	48	109	61	55	40	15	54	21	33	22	26	74	59	19
Weighted Base	128	128	80*	48*	109	61*	55*	40*	15**	54*	21**	33*	22**	26**	74*	59*	19**
After I had looked at alternatives but before I had made a final decision on an alternative provider	59 46%	59 46%	40 50%	19 40%	49 45%	30 49%	27 49%	22 55%	5 33%	22 41%	8 38%	14 42%	8 36%	11 42%	37 50%	32 54%	10 53%
After I had made a decision on an alternative provider, but before I had signed up	58 45%	58 45%	32 40%	26 54% ^{qg}	49 45%	23 38%	21 38%	13 33%	8 53%	28 52%	10 48%	18 55%	13 59%	13 50%	30 41%	22 37%	9 47%
After I had signed up with an alternative provider	18 14%	18 14%	14 18%	4 8%	15 14%	11 18%	7 13%	6 15%	1 7%	8 15%	5 24%	3 9%	2 9%	2 8%	10 14%	9 15%	3 16%
Don't know/don't recall	6 5%	6 5%	4 5%	2 4%	3 3%	1 2%	1 2%	- -	1 7%	2 4%	1 5%	1 3%	- -	2 8%	4 5%	3 5%	3 16%

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

QF3cX And at what point or points did you contact your previous service provider? SUMMARY - ALL PROVIDERS

Base : All switchers that contacted provider to negotiate a better deal at QF5

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	128	94	56	38	81	43	42	29	13	39	14	25	15	23	55	42	13
Weighted Base	128	94*	56*	38*	81*	43*	42*	29**	13**	39*	14**	25**	15**	23**	55*	42*	13**
After I had looked at alternatives but before I had made a final decision on an alternative provider	59 46%	48 51%	30 54%	18 47%	40 49%	22 51%	21 50%	16 55%	5 38%	19 49%	6 43%	13 52%	7 47%	11 48%	29 53%	24 57%	8 62%
After I had made a decision on an alternative provider, but before I had signed up	58 45%	39 41%	20 36%	19 50%	34 42%	15 35%	16 38%	9 31%	7 54%	18 46%	6 43%	12 48%	8 53%	11 48%	21 38%	14 33%	5 38%
After I had signed up with an alternative provider	18 14%	15 16%	12 21%	3 8%	12 15%	9 21%	5 12%	5 17%	- -	7 18%	4 29%	3 12%	1 7%	2 9%	8 15%	8 19%	3 23%
Don't know/don't recall	6 5%	5 5%	4 7%	1 3%	2 2%	1 2%	1 2%	- -	1 8%	1 3%	1 7%	- -	- -	1 4%	4 7%	3 7%	3 23%

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

QF4X And at what point or points did you contact your current service provider?

Base : All decided not to switch that contacted provider to negotiate a better deal at QF5

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	266	266	238	28	-	-	-
Weighted Base	266	266	238	28**	..**	..**	..**
Before I had looked at any alternatives/ contacted any other providers	43 16%	43 16%	34 14%	9 32%	-	-	-
After I had looked at alternatives but before I had made a final decision	204 77%	204 77%	187 79%	17 61%	-	-	-
After I had made a decision on an alternative provider, but before I had signed up	16 6%	16 6%	14 6%	2 7%	-	-	-
After I had signed up with an alternative provider	4 2%	4 2%	3 1%	1 4%	-	-	-
Don't know/don't recall	7 3%	7 3%	6 3%	1 4%	-	-	-

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

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QF5aX And which, if any, of these were reasons you contacted your previous provider?

Base : All switchers that contacted provider to negotiate a better deal at QF5

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	128	128	80	48	109	61	55	40	15	54	21	33	22	26	74	59	19
Weighted Base	128	128	80*	48*	109	61*	55*	40*	15**	54*	21**	33*	22**	26**	74*	59*	19**
To negotiate a better deal with my current provider	128	128	80	48	109	61	55	40	15	54	21	33	22	26	74	59	19
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
To cancel my service/ give notice	47	47	29	18	42	24	21	15	6	21	9	12	18	-	26	20	5
	37%	37%	36%	38%	39%	39%	38%	38%	40%	39%	43%	36%	82%	-	35%	34%	26%
To arrange the 'stop date' in order to avoid paying both providers at the same time	44	44	28	16	40	24	26	18	8	14	6	8	10	6	30	22	4
	34%	34%	35%	33%	37%	39%	47% uk	45%	53%	26%	29%	24%	45%	23%	41%	37%	21%
To confirm that service was cancelled	32	32	20	12	29	17	20	14	6	9	3	6	8	4	23	17	3
	25%	25%	25%	25%	27%	28%	36% l	35% l	40%	17%	14%	18%	36%	15%	31%	29%	16%
To check how much my final bill would be	28	28	20	8	24	16	12	9	3	12	7	5	5	3	16	13	4
	22%	22%	25%	17%	22%	22%	22%	23%	20%	22%	33%	15%	23%	12%	22%	22%	21%
To arrange the 'stop date' in order to avoid a break in service	28	28	20	8	24	16	13	9	4	11	7	4	7	1	17	13	4
	22%	22%	25%	17%	22%	26%	24%	23%	27%	20%	33%	12%	32%	4%	23%	22%	21%
To find out if I had a notice period	27	27	21	6	24	18	12	9	3	12	9	3	4	2	15	12	3
	21%	21%	26% uk	13%	22%	30% ck	22%	23%	20%	22%	43%	9%	18%	8%	20%	20%	16%
To find out what I needed to do to change provider	20	20	7	13	18	5	6	2	4	12	3	9	9	4	8	4	2
	16%	16%	9%	27% defn	17%	8%	11%	5%	27%	22% beg	14%	27% beg	41%	15%	11%	7%	11%
To talk about their products and services	17	17	9	8	14	6	8	4	4	6	2	4	4	4	11	7	3
	13%	13%	11%	17%	13%	10%	15%	10%	27%	11%	10%	12%	18%	15%	15%	12%	16%
To find out about any other charges for ending my contract	17	17	10	7	16	9	7	5	2	9	4	5	4	3	8	6	1
	13%	13%	13%	15%	15%	15%	13%	13%	13%	17%	19%	15%	18%	12%	11%	10%	5%
To find out about any charges for ending my contract early	17	17	11	6	16	10	4	2	2	12	8	4	2	4	5	3	1
	13%	13%	14%	13%	15%	16%	7%	5%	13%	22% lg	38%	12%	9%	15%	7%	5%	5%
To find out when my contract ended	16	16	13	3	13	10	6	4	2	7	6	1	2	1	9	7	3
	13%	13%	16%	6%	12%	16%	11%	10%	13%	13%	29%	3%	9%	4%	12%	12%	16%
To complain/ report an issue	10	10	6	4	10	6	4	2	2	6	4	2	3	1	4	2	-
	8%	8%	8%	8%	9%	10%	7%	5%	13%	11%	19%	6%	14%	4%	5%	3%	-
To understand content that might be affected, e.g. that I might lose by switching	9	9	8	1	6	5	2	1	1	4	4	-	1	-	5	4	3
	7%	7%	10%	2%	6%	8%	4%	3%	7%	7%	19%	-	5%	-	7%	7%	16%
To obtain information about my contract e.g. my usage patterns/spend	6	6	5	1	3	2	1	1	-	2	1	1	1	-	4	4	3
	5%	5%	6%	2%	3%	3%	2%	3%	-	4%	5%	3%	5%	-	5%	7%	16%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/don't recall	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: TO FIND/SEARCH FOR A BETTER DEAL	128	128	80	48	109	61	55	40	15	54	21	33	22	26	74	59	19
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean number of mentions	1.1	1.1	1.1	1.2	1.1	1.1	1.1	1.1	1.3	1.1	1.1	1.1	1.2	1.2	1.1	1.1	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
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QF5aX And which, if any, of these were reasons you contacted your previous provider?

Base : All switchers that contacted provider to negotiate a better deal at QF5

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	128	128	80	48	109	61	55	40	15	54	21	33	22	26	74	59	19
Weighted Base	128	128	80*	48*	109	61*	55*	40*	15**	54*	21**	33*	22**	26**	74*	59*	19**
NET: TO FIND INFORMATION ABOUT IMPLICATIONS OF SWITCHING	39	39	24	15	35	20	15	9	6	20	11	9	8	7	19	13	4
	30%	30%	30%	31%	32%	33%	27%	23%	40%	37%	52%	27%	36%	27%	26%	22%	21%
Mean number of mentions	1.3	1.3	1.4	1.1	1.3	1.5	1.1	1.2	1.0	1.4	1.6	1.1	1.0	1.1	1.2	1.2	1.3
NET: QUESTIONS RELATED TO THE PROCESS	88	88	58	30	78	48	42	32	10	36	16	20	21	9	52	42	10
	69%	69%	73%	63%	72%	79%	76%	80%	67%	67%	76%	61%	95%	35%	70%	71%	53%
Mean number of mentions	2.3	2.3	2.2	2.4	2.3	2.2	2.3	2.1	3.1	2.2	2.3	2.1	2.7	1.9	2.3	2.1	2.1

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

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QF5aX And which, if any, of these were reasons you contacted your previous provider?

Base : All switchers that contacted provider to negotiate a better deal at QF5

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	128	94	56	38	81	43	42	29	13	39	14	25	15	23	55	42	13
Weighted Base	128	94*	56*	38*	81*	43*	42*	29**	13**	39*	14**	25**	15**	23**	55*	42*	13**
To negotiate a better deal with my current provider	128	94	56	38	81	43	42	29	13	39	14	25	15	23	55	42	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
To cancel my service/ give notice	47	33	21	12	29	17	16	11	5	13	6	7	12	-	20	15	4
	37%	35%	38%	32%	36%	40%	38%	38%	38%	33%	43%	28%	80%	-	36%	36%	31%
To arrange the 'stop date' in order to avoid paying both providers at the same time	44	33	21	12	29	17	18	12	6	11	5	6	8	4	22	16	4
	34%	35%	38%	32%	36%	40%	43%	41%	46%	28%	36%	24%	53%	17%	40%	38%	31%
To confirm that service was cancelled	32	23	14	9	21	12	13	9	4	8	3	5	6	3	15	11	2
	25%	24%	25%	24%	26%	28%	31%	31%	31%	21%	21%	20%	40%	13%	27%	26%	15%
To check how much my final bill would be	28	21	16	5	17	12	8	7	1	9	5	4	3	2	12	11	4
	22%	22%	29%	21%	28%	28%	19%	24%	8%	23%	36%	16%	20%	9%	22%	26%	31%
To arrange the 'stop date' in order to avoid a break in service	28	22	16	6	18	12	11	8	3	7	4	3	5	1	15	12	4
	22%	23%	29%	16%	22%	28%	26%	28%	23%	18%	29%	12%	33%	4%	27%	29%	31%
To find out if I had a notice period	27	21	17	4	19	15	10	8	2	9	7	2	2	2	12	10	2
	21%	22%	30% ^{cd}	11%	23%	35% ^{cd}	24%	28%	15%	23%	50%	8%	13%	9%	22%	24%	15%
To find out what I needed to do to change provider	20	13	5	8	12	4	4	2	2	8	2	6	5	3	5	3	1
	16%	14%	9%	21%	15%	9%	10%	7%	15%	21%	14%	24%	33%	13%	9%	7%	8%
To talk about their products and services	17	14	8	6	11	5	6	3	3	5	2	3	2	4	9	6	3
	13%	15%	14%	16%	14%	12%	14%	10%	23%	13%	14%	12%	13%	17%	16%	14%	23%
To find out about any other charges for ending my contract	17	11	6	5	11	6	5	4	1	6	2	4	3	2	5	4	-
	13%	12%	11%	13%	14%	14%	12%	14%	8%	15%	14%	16%	20%	9%	9%	10%	-
To find out about any charges for ending my contract early	17	14	9	5	13	8	4	2	2	9	6	3	1	4	5	3	1
	13%	15%	16%	13%	16%	19%	10%	7%	15%	23%	43%	12%	7%	17%	9%	7%	8%
To find out when my contract ended	16	12	10	2	10	8	5	4	1	5	4	1	1	1	7	6	2
	13%	13%	18%	5%	12%	19%	12%	14%	8%	13%	29%	4%	7%	4%	13%	14%	15%
To complain/ report an issue	10	6	5	1	6	5	3	2	1	3	3	-	-	1	3	2	-
	8%	6%	9%	3%	7%	12%	7%	7%	8%	8%	21%	-	-	4%	5%	5%	-
To understand content that might be affected, e.g. that I might lose by switching	9	6	6	-	4	4	1	1	-	3	3	-	-	-	3	3	2
	7%	6%	11% ^{cd}	-	5%	9%	2%	3%	-	8%	21%	-	-	-	5%	7%	15%
To obtain information about my contract e.g. my usage patterns/spend	6	4	3	1	3	2	1	1	-	2	1	1	1	-	2	2	1
	5%	4%	5%	3%	4%	5%	2%	3%	-	5%	7%	4%	7%	-	4%	5%	8%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/don't recall	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: TO FIND/SEARCH FOR A BETTER DEAL	128	94	56	38	81	43	42	29	13	39	14	25	15	23	55	42	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean number of mentions	1.1	1.1	1.1	1.2	1.1	1.1	1.1	1.1	1.2	1.1	1.1	1.1	1.1	1.2	1.2	1.1	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
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QF5aX And which, if any, of these were reasons you contacted your previous provider?

Base : All switchers that contacted provider to negotiate a better deal at QF5

	Total	LAST 12 MONTH SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	128	94	56	38	81	43	42	29	13	39	14	25	15	23	55	42	13
Weighted Base	128	94*	56*	38*	81*	43*	42*	29**	13**	39*	14**	25**	15**	23**	55*	42*	13**
NET: TO FIND INFORMATION	39	29	18	11	26	15	12	8	4	14	7	7	5	6	15	11	3
ABOUT IMPLICATIONS OF SWITCHING	30%	31%	32%	29%	32%	35%	29%	28%	31%	36%	50%	28%	33%	26%	27%	26%	23%
Mean number of mentions	1.3	1.3	1.4	1.1	1.3	1.5	1.2	1.3	1.0	1.4	1.7	1.1	1.0	1.2	1.1	1.2	1.0
NET: QUESTIONS RELATED TO THE PROCESS	88	64	43	21	56	35	32	24	8	24	11	13	14	7	40	32	8
	69%	68%	77% uc	55%	69%	81% uc	76%	83%	62%	62%	79%	52%	93%	30%	73%	76%	62%
Mean number of mentions	2.3	2.3	2.2	2.4	2.3	2.2	2.3	2.1	2.8	2.3	2.5	2.2	2.7	1.9	2.2	2.1	2.1

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

QF5bX And which, if any, of these were reasons you contacted your previous provider?

Base : All decided not to switch that contacted provider to negotiate a better deal at QF5

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	266	266	238	28	-	-	-
Weighted Base	266	266	238	28**	..**	..**	..**
To negotiate a better deal with my current provider	266 100%	266 100%	238 100%	28 100%	-	-	-
To talk about their products and services	62 23%	62 23%	57 24%	5 18%	-	-	-
To find out when my contract ended	33 12%	33 12%	23 10%	10 36%	-	-	-
To cancel my service/ give notice	28 11%	28 11%	26 11%	2 7%	-	-	-
To find out if I had a notice period	26 10%	26 10%	22 9%	4 14%	-	-	-
To find out what I needed to do to change provider	24 9%	24 9%	19 8%	5 18%	-	-	-
To understand content that might be affected, e.g. that I might lose by switching	23 9%	23 9%	19 8%	4 14%	-	-	-
To find out about any other charges for ending my contract	22 8%	22 8%	18 8%	4 14%	-	-	-
To obtain information about my contract e.g. my usage patterns/spend	21 8%	21 8%	17 7%	4 14%	-	-	-
To find out about any charges for ending my contract early	19 7%	19 7%	14 6%	5 18%	-	-	-
To check how much my final bill would be	17 6%	17 6%	14 6%	3 11%	-	-	-
To complain/ report an issue	14 5%	14 5%	12 5%	2 7%	-	-	-
To arrange the 'stop date' in order to avoid a break in service	8 3%	8 3%	7 3%	1 4%	-	-	-
To arrange the 'stop date' in order to avoid paying both providers at the same time	7 3%	7 3%	5 2%	2 7%	-	-	-
To confirm that service was cancelled	1 *	1 *	-	1 4%	-	-	-
Other	4 2%	4 2%	2 1%	2 7%	-	-	-
Don't know/don't recall	-	-	-	-	-	-	-
NET: TO FIND/SEARCH FOR A BETTER DEAL	266 100%	266 100%	238 100%	28 100%	-	-	-
Mean number of mentions	1.2	1.2	1.2	1.2	0.0	0.0	0.0

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

QF5bX And which, if any, of these were reasons you contacted your previous provider?

Base : All decided not to switch that contacted provider to negotiate a better deal at QF5

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	266	238	28	-	-	-
Weighted Base	266	238	28**	-.**	-.**	-.**
NET: TO FIND INFORMATION ABOUT IMPLICATIONS OF SWITCHING	47 18%	47 18%	36 15%	11 39%	-	-
Mean number of mentions	1.6	1.6	1.5	1.7	0.0	0.0
NET: QUESTIONS RELATED TO THE PROCESS	63 24%	63 24%	55 23%	8 29%	-	-
Mean number of mentions	1.5	1.5	1.4	1.9	0.0	0.0

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

QF1Y: Once you had decided to switch your service(s), who did you contact first?

Base : All switchers that contacted provider, but not to negotiate a better deal at QF5

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1004	1004	601	403	865	462	399	260	139	466	202	264	121	282	538	399	139
Weighted Base	1004	1004	601	403	865	462	399	260	139	466	202	264	121	282	538	399	139
My previous provider	202	202	147	55	168	113	84	65	19	84	48	36	35	20	118	99	34
20%	20%	20%ck	24%acdnhk	14%	19%ck	24%cdhik	21%ck	25%chik	14%	18%	24%chik	14%	29%lm	7%	22%	25%	24%
My new/current provider	709	709	400	309	614	305	274	171	103	340	134	206	73	236	369	266	95
71%	71%	71%	67%	77%abdefgj	71%	66%	69%	66%	74%	73%beg	66%	76%abdefgj	60%	84%l	69%	67%	68%
Don't know/don't recall	93	93	54	39	83	44	41	24	17	42	20	22	13	26	51	34	10
9%	9%	9%	9%	10%	10%	10%	10%	9%	12%	9%	10%	8%	11%	9%	9%	9%	7%

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

QF1Y: Once you had decided to switch your service(s), who did you contact first?

Base : All switchers that contacted provider, but not to negotiate a better deal at QF5

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups															
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1004	669	398	271	575	304	259	164	95	316	140	176	77	194	353	258	94
Weighted Base	1004	669	398	271	575	304	259	164	95*	316	140	176	77*	194	353	258	94*
My previous provider	202	138	102	36	117	81	61	47	14	56	34	22	25	11	82	68	21
	20%	21% ck	26% chik	13%	20% ck	27% acdhiik	24% ck	29% acdhiik	15%	18%	24% ck	13%	32% lm	6%	23%	26%	22%
My new/current provider	709	475	262	213	411	198	178	106	72	233	92	141	46	167	242	170	64
	71%	71%	66%	79% abdefij	71%	65%	69%	65%	76%	74% beg	66%	80% abdefij	60%	86% l	69%	66%	68%
Don't know/don't recall	93	56	34	22	47	25	20	11	9	27	14	13	6	16	29	20	9
	9%	8%	9%	8%	8%	8%	8%	7%	9%	9%	10%	7%	8%	8%	8%	8%	10%

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

QF3cY And at what point or points did you contact your previous service provider? SUMMARY - ALL PROVIDERS

Base : All switchers that contacted provider, but not to negotiate a better deal at QF5

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	604	604	387	217	503	286	241	164	77	262	122	140	112	105	342	265	101
Weighted Base	604	604	387	217	503	286	241	164	77*	262	122	140	112	105	342	265	101
After I had looked at alternatives but before I had made a final decision on an alternative provider	125	125	80	45	97	52	52	37	15	45	15	30	25	20	80	65	28
After I had made a decision on an alternative provider, but before I had signed up	21%	21%	21%	21%	19%	18%	22%	23%	19%	17%	12%	21%	22%	19%	23%	25%	28%
After I had signed up with an alternative provider	234	234	161	73	191	118	88	64	24	103	54	49	44	29	131	107	43
Don't know/don't recall	39%	39%	42%	34%	38%	41%	37%	39%	31%	39%	44%	35%	39%	28%	38%	40%	43%
	208	208	135	73	173	100	84	59	25	89	41	48	41	32	119	94	35
	34%	34%	35%	34%	34%	35%	35%	36%	32%	34%	34%	34%	37%	30%	35%	35%	35%
	93	93	50	43	70	27	29	12	17	41	15	26	12	31	52	35	23
	15%	15%	13%	20%	14%	9%	12%	7%	22%	16%	12%	19%	11%	30%	15%	13%	23%

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

QF3cY And at what point or points did you contact your previous service provider? SUMMARY - ALL PROVIDERS

Base : All switchers that contacted provider, but not to negotiate a better deal at QF5

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	604	403	263	140	333	193	157	107	50	176	86	90	73	67	227	177	70
Weighted Base	604	403	263	140	333	193	157	107	50*	176	86*	90*	73*	67*	227	177	70*
After I had looked at alternatives but before I had made a final decision on an alternative provider	125 21%	88 22%	53 20%	35 25% ^q	71 21%	36 19%	37 24% ^q	25 23%	12 24%	34 19%	11 13%	23 26% ^q	19 26%	16 24%	54 24%	42 24%	17 24%
After I had made a decision on an alternative provider, but before I had signed up	234 39%	158 39%	111 42%	47 34%	128 38%	81 42%	61 39%	44 41%	17 34%	67 38%	37 43%	30 33%	31 42% ^{km}	16 24%	91 40%	74 42%	30 43%
After I had signed up with an alternative provider	208 34%	139 34%	93 35%	46 33%	114 34%	68 35%	52 33%	38 36%	14 28%	62 35%	30 35%	32 36%	24 33%	22 33%	77 34%	63 36%	25 36%
Don't know/don't recall	93 15%	58 14%	33 13%	15 25% ^{seg}	43 13%	18 9%	19 12%	8 7%	11 22% ^{seg}	24 14%	10 12%	14 16%	8 11%	17 25% ^l	34 15%	23 13%	15 21%

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

QF4Y And at what point or points did you contact your current service provider?

Base : All decided not to switch who contacted provider, but not to negotiate a better deal at QF5

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	200	200	156	44	-	-	-
Weighted Base	200	200	156	44*	..**	..**	..**
Before I had looked at any alternatives/ contacted any other providers	44 22%	44 22%	37 24%	7 16%	-	-	-
After I had looked at alternatives but before I had made a final decision	101 51%	101 51%	84 54%	17 39%	-	-	-
After I had made a decision on an alternative provider, but before I had signed up	31 16%	31 16%	20 13%	11 25%	-	-	-
After I had signed up with an alternative provider	13 7%	13 7%	11 7%	2 5%	-	-	-
Don't know/don't recall	29 15%	29 15%	18 12%	11 25%b	-	-	-

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

QF5aY And which, if any, of these were reasons you contacted your previous provider?

Base : All switchers that contacted provider, but not to negotiate a better deal at QF5

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	604	604	387	217	503	286	241	164	77	262	122	140	112	105	342	265	101
Weighted Base	604	604	387	217	503	286	241	164	77*	262	122	140	112	105	342	265	101
To cancel my service/ give notice	266 44%	266 44%	178 46%	88 41%	221 44%	133 47%	102 42%	73 45%	29 38%	119 45%	60 49%	59 42%	88 79% <u>lm</u>	-	147 43%	118 45%	45 45%
To confirm that service was cancelled	190 31%	190 31%	120 31%	70 32%	163 32%	93 33%	80 33%	62 38% <u>hi</u>	18 23%	83 32%	31 25%	52 37% <u>hi</u>	45 40% <u>lm</u>	25 24%	107 31%	89 34%	27 27%
To arrange the 'stop date' in order to avoid paying both providers at the same time	164 27%	164 27%	114 29%	50 23%	132 26%	82 29%	64 27%	49 30%	15 19%	68 26%	33 27%	35 25%	41 37% <u>lm</u>	9 9%	96 28%	81 31%	32 32%
To check how much my final bill would be	155 26%	155 26%	104 27%	51 24%	129 26%	78 27%	61 25%	47 29%	14 18%	68 26%	31 25%	37 26%	28 25%	23 22%	87 25%	73 28%	26 26%
To arrange the 'stop date' in order to avoid a break in service	133 22%	133 22%	94 24%	39 18%	116 23%	77 27% <u>ck</u>	60 25%	46 28% <u>ck</u>	14 18%	56 21%	31 25%	25 18%	28 25% <u>lm</u>	11 10%	77 23%	63 24%	17 17%
To find out if I had a notice period	77 13%	77 13%	53 14%	24 11%	64 13%	40 14%	39 16% <u>lk</u>	27 18% <u>lk</u>	12 16%	25 10%	13 11%	12 9%	15 13%	9 9%	52 15%	40 15%	13 13%
To find out what I needed to do to change provider	74 12%	74 12%	42 11%	32 15% <u>l</u>	61 12%	29 10%	29 12%	21 13%	8 10%	32 12%	8 7%	24 17% <u>el</u>	20 18%	12 11%	42 12%	34 13%	13 13%
To complain/ report an issue	71 12%	71 12%	38 10%	33 15% <u>b</u>	64 13%	31 11%	27 11%	17 10%	10 13%	37 14%	14 11%	23 16% <u>b</u>	19 17%	14 13%	34 10%	24 9%	7 7%
To find out about any other charges for ending my contract	71 12%	71 12%	47 12%	24 11%	58 12%	34 12%	32 13%	23 14%	9 12%	26 10%	11 9%	15 11%	18 16% <u>lm</u>	6 6%	45 13%	36 14%	13 13%
To find out about any charges for ending my contract early	67 11%	67 11%	39 10%	28 13%	55 11%	27 9%	30 12%	19 12%	11 14%	25 10%	8 7%	17 12%	19 17%	9 9%	42 12%	31 12%	12 12%
To find out when my contract ended	66 11%	66 11%	37 10%	29 13%	54 11%	25 9%	29 12%	17 10%	12 16% <u>j</u>	25 10%	8 7%	17 12%	18 16%	11 10%	41 12%	29 11%	12 12%
To understand content that might be affected, e.g. that I might lose by switching	27 4%	27 4%	21 5%	6 3%	20 4%	14 5%	11 5%	9 5%	2 3%	9 3%	5 4%	4 3%	4 4%	2 2%	18 5%	16 6%	7 7%
To talk about their products and services	23 4%	23 4%	7 2%	16 7% <u>abegj</u>	21 4% <u>b</u>	5 2%	9 4%	3 2%	6 8% <u>begj</u>	12 5% <u>b</u>	2 2%	10 7% <u>begj</u>	8 7%	8 6%	11 3%	5 2%	2 2%
To obtain information about my contract e.g. my usage patterns/spend	21 3%	21 3%	15 4%	6 3%	15 3%	9 3%	9 4%	6 4%	3 4%	6 2%	3 2%	3 2%	3 3%	3 3%	15 4%	12 5%	6 6%
To negotiate a better deal with my current provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	9 1%	9 1%	3 1%	6 3%	8 2%	2 1%	2 1%	1 1%	1 1%	6 2%	1 1%	5 4% <u>be</u>	1 1%	5 5%	3 1%	2 1%	1 1%
Don't know/don't recall	37 6%	37 6%	22 6%	15 7%	31 6%	16 6%	19 8%	10 6%	9 12% <u>lk</u>	12 5%	6 5%	6 4%	-	15 14% <u>l</u>	25 7%	16 6%	6 6%

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

QF5aY And which, if any, of these were reasons you contacted your previous provider?

Base : All switchers that contacted provider, but not to negotiate a better deal at QF5

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT V (n)	Triple CPS & SAPT V CPS (o)	SAPT V CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	604	403	263	140	333	193	157	107	50	176	86	90	73	67	227	177	70
Weighted Base	604	403	263	140	333	193	157	107	50*	176	86*	90*	73*	67*	227	177	70*
To cancel my service/ give notice	266 44%	188 47%	129 49%	59 42%	155 47%	96 50%	70 45%	49 46%	21 42%	85 48%	47 55%	38 42%	59 81% m	-	103 45%	82 46%	33 47%
To confirm that service was cancelled	190 31%	113 28%	71 27%	42 30%	96 29%	54 28%	43 27%	32 30%	11 22%	53 30%	22 26%	31 34%	28 38% m	14 21%	60 26%	49 28%	17 24%
To arrange the 'stop date' in order to avoid paying both providers at the same time	164 27%	105 26%	71 27%	34 24%	86 26%	52 27%	43 27%	32 30%	11 22%	43 24%	20 23%	23 26%	27 37% m	7 10%	62 27%	51 29%	19 27%
To check how much my final bill would be	155 26%	108 27%	75 29%	33 24%	91 27%	58 30%	45 29%	36 34% h	9 18%	46 26%	22 26%	24 27%	20 27%	13 19%	62 27%	53 30%	17 24%
To arrange the 'stop date' in order to avoid a break in service	133 22%	88 22%	64 24%	24 17%	75 23%	51 26% ck	39 25%	29 27%	10 20%	36 20%	22 26%	14 16%	18 25% m	6 9%	52 23%	42 24%	13 19%
To find out if I had a notice period	77 13%	48 12%	34 13%	14 10%	38 11%	24 12%	25 16% ik	17 15% ik	8 16%	13 7%	7 8%	6 7%	8 11%	6 9%	35 15%	27 15%	10 14%
To find out what I needed to do to change provider	74 12%	48 12%	31 12%	17 12%	39 12%	22 11%	18 11%	14 13%	4 8%	21 12%	8 9%	13 14%	12 16%	5 7%	27 12%	23 13%	9 13%
To complain/ report an issue	71 12%	47 12%	24 9%	23 16% b	43 13%	20 10%	17 11%	10 9%	7 14%	26 15%	10 12%	16 18% b	13 18%	10 15%	21 9%	14 8%	4 6%
To find out about any other charges for ending my contract	71 12%	50 12%	37 14%	13 9%	38 11%	25 13%	22 14%	17 16%	5 10%	16 9%	8 9%	8 9%	9 12%	4 6%	34 15%	29 16%	12 17%
To find out about any charges for ending my contract early	67 11%	48 12%	31 12%	17 12%	40 12%	23 12%	24 15%	16 15%	8 16%	16 9%	7 8%	9 10%	11 15%	6 9%	32 14%	24 14%	8 11%
To find out when my contract ended	66 11%	43 11%	23 9%	20 14%	37 11%	17 9%	20 13%	11 10%	9 18% b	17 10%	6 7%	11 12%	12 16%	8 12%	26 11%	17 10%	6 9%
To understand content that might be affected, e.g. that I might lose by switching	27 4%	19 5%	13 5%	6 4%	15 5%	9 5%	8 5%	6 6%	2 4%	7 4%	3 3%	4 4%	4 5%	2 3%	12 5%	10 6%	4 6%
To talk about their products and services	23 4%	16 4%	4 2%	12 9% abcegj	14 4% e	2 1%	6 4%	1 1%	5 10% begj	8 5% e	1 1%	7 8% begj	7 10%	5 7%	8 4%	3 2%	2 3%
To obtain information about my contract e.g. my usage patterns/spend	21 3%	14 3%	11 4%	3 2%	11 3%	8 4%	7 4%	5 5%	2 4%	4 2%	3 3%	1 1%	2 3%	1 1%	10 4%	8 5%	3 4%
To negotiate a better deal with my current provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	9 1%	7 2%	2 1%	5 4% abefq	6 2%	1 1%	-	-	-	6 3% bef	1 1%	5 6% abdefq	1 1%	4 6%	1 *	1 1%	1 1%
Don't know/don't recall	37 6%	22 5%	14 5%	8 6%	17 5%	9 5%	12 8% j	8 7% j	4 8% j	5 3%	1 1%	4 4%	-	8 12% j	17 7%	13 7%	5 7%

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

QF5bY And which, if any, of these were reasons you contacted your previous provider?

Base : All decided not to switch who contacted provider, but not to negotiate a better deal at QF5

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	200	200	156	44	-	-	-
Weighted Base	200	200	156	44*
To cancel my service/ give notice	45 23%	45 23%	39 25%	6 14%	-	-	-
To find out when my contract ended	38 19%	38 19%	31 20%	7 16%	-	-	-
To find out what I needed to do to change provider	33 17%	33 17%	26 17%	7 16%	-	-	-
To talk about their products and services	31 16%	31 16%	23 15%	8 18%	-	-	-
To find out if I had a notice period	28 14%	28 14%	19 12%	9 20%	-	-	-
To check how much my final bill would be	27 14%	27 14%	22 14%	5 11%	-	-	-
To complain/ report an issue	27 14%	27 14%	19 12%	8 18%	-	-	-
To obtain information about my contract e.g. my usage patterns/spend	18 9%	18 9%	14 9%	4 9%	-	-	-
To arrange the 'stop date' in order to avoid a break in service	18 9%	18 9%	13 8%	5 11%	-	-	-
To find out about any charges for ending my contract early	16 8%	16 8%	13 8%	3 7%	-	-	-
To arrange the 'stop date' in order to avoid paying both providers at the same time	16 8%	16 8%	13 8%	3 7%	-	-	-
To understand content that might be affected, e.g. that I might lose by switching	16 8%	16 8%	15 10%	1 2%	-	-	-
To confirm that service was cancelled	14 7%	14 7%	13 8%	1 2%	-	-	-
To find out about any other charges for ending my contract	14 7%	14 7%	10 6%	4 9%	-	-	-
To negotiate a better deal with my current provider	- -	- -	- -	- -	-	-	-
Other	10 5%	10 5%	8 5%	2 5%	-	-	-
Don't know/don't recall	21 11%	21 11%	15 10%	6 14%	-	-	-

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

QF6 Which of these methods did you use to contact your provider to tell them you wanted to leave/cancel your service?

Base : All switchers who contacted previous provider at QC1A or QE1

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	732	732	467	265	612	347	296	204	92	316	143	173	134	131	416	324	120
Weighted Base	732	732	467	265	612	347	296	204	92*	316	143	173	134	131	416	324	120
By calling/ phone	645 88%	645 88%	412 88%	233 88%	544 89%	311 90%	262 89%	185 91%	77 84%	282 89%	126 88%	156 90%	125 93% am	108 82%	363 87%	286 88%	101 84%
Online via email	103 14%	103 14% j	61 13% j	42 16% j	83 14% j	41 12%	42 14% j	31 15% j	11 12%	41 13%	10 7%	31 18% j	20 15%	22 17%	62 15%	51 16%	20 17%
Online via web-chat	34 5%	34 5%	22 5%	12 5%	28 5%	16 5%	15 5%	11 5%	4 4%	13 4%	5 3%	8 5%	8 6%	4 3%	21 5%	17 5%	6 5%
Online via web form	30 4%	30 4%	15 3%	15 6% bej	23 4%	8 2%	13 4%	6 3%	7 8% bej	10 3%	2 1%	8 5%	8 6%	7 5%	20 5%	13 4%	7 6%
By letter	16 2%	16 2%	10 2%	6 2%	15 2%	9 3%	5 2%	4 2%	1 1%	10 3%	5 3%	5 3%	4 3%	2 2%	6 1%	5 2%	1 1%
By text message	6 1%	6 1%	4 1%	2 1%	5 1%	3 1%	3 1%	1 *	2 2%	2 1%	2 1%	-	1 1%	1 1%	4 1%	2 1%	1 1%
By social networking site (e.g. Twitter)	6 1%	6 1%	5 1%	1 *	4 1%	3 1%	1 *	-	1 1%	3 1%	3 2% g	-	1 1%	-	3 1%	2 1%	2 2%
Via an app	2 *	2 *	1 *	1 *	1 *	-	1 *	-	1 1%	-	-	-	1 1%	-	2 *	1 *	1 1%
Other	4 1%	4 1%	2 *	2 1%	4 1%	2 1%	1 *	1 *	-	3 1%	1 1%	2 1%	-	2 2%	1 *	1 *	-
Don't know/don't recall	19 3%	19 3%	9 2%	10 4%	18 3%	8 2%	12 4%	4 2%	8 9% abdegijk	6 2%	4 3%	2 1%	-	10 8% l	13 3%	5 2%	1 1%
NET: ONLINE	139 19%	139 19% j	83 18%	56 21% j	111 18%	55 16%	54 18%	38 19%	16 17%	57 18%	17 12%	40 23% ej	28 21%	28 21%	82 20%	66 20%	28 23%
NET: MOBILE	8 1%	8 1%	5 1%	3 1%	6 1%	3 1%	4 1%	1 *	3 3% lk	2 1%	2 1%	-	2 1%	1 1%	6 1%	3 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
* small base

QF6 Which of these methods did you use to contact your provider to tell them you wanted to leave/cancel your service?

Base : All switchers who contacted previous provider at QC1A or QE1

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	732	497	319	178	414	236	199	136	63	215	100	115	88	90	282	219	83
Weighted Base	732	497	319	178	414	236	199	136	63*	215	100	115	88*	90*	282	219	83*
By calling/ phone	645 88%	444 89%	286 90%	158 89%	374 90%	216 92%	179 90%	124 91%	55 87%	195 91%	92 92%	103 90%	84 95% ^{lm}	74 82%	249 88%	194 89%	70 84%
Online via email	103 14%	65 13%	37 12%	28 16% ^{qj}	51 12%	23 10%	22 11%	16 12%	6 10%	29 13%	7 7%	22 19% ^{befj}	12 14%	16 18%	36 13%	30 14%	14 17%
Online via web-chat	34 5%	19 4%	13 4%	6 3%	16 4%	10 4%	9 5%	8 6%	1 2%	7 3%	2 2%	5 4%	4 5%	2 2%	12 4%	11 4%	3 6%
Online via web form	30 4%	19 4%	9 3%	10 6% ^{ae}	14 3%	4 2%	7 4%	3 2%	4 6% ^{ae}	7 3%	1 1%	6 5%	6 7%	4 4%	12 4%	8 4%	5 6%
By letter	16 2%	12 2%	7 2%	5 3%	11 3%	6 3%	3 2%	2 1%	1 2%	8 4%	4 4%	4 3%	4 5%	1 1%	4 1%	3 1%	1 1%
By text message	6 1%	4 1%	2 1%	2 1%	3 1%	1 *	2 1%	- -	2 3% ^{qg}	1 *	1 1%	- -	1 1%	1 1%	3 1%	1 *	1 1%
By social networking site (e.g. Twitter)	6 1%	3 1%	3 1%	- -	2 *	2 1%	- -	- -	- -	2 1%	2 2% ^f	- -	- -	- -	1 *	1 *	1 1%
Via an app	2 *	1 *	- -	1 1%	1 *	- -	1 1%	- -	1 2% ^{ub}	- -	- -	- -	1 1%	- -	1 *	- -	- -
Other	4 1%	2 *	- -	2 1%	2 *	- -	- -	- -	- -	2 1%	- 2%	2 2% ^{be}	- -	2 2%	- -	- -	- -
Don't know/don't recall	19 3%	13 3%	6 2%	7 4%	12 3%	5 2%	8 4%	3 2%	5 8% ^{abdeik}	4 2%	2 2%	2 2%	- -	7 8% ^{dl}	9 3%	4 2%	1 1%
NET: ONLINE	139 19%	87 18%	51 16%	36 20% ^{qj}	68 16%	32 14%	31 16%	22 16%	9 14%	37 17%	10 10%	27 23% ^{ejl}	16 18%	20 22%	50 18%	41 19%	19 23%
NET: MOBILE	8 1%	5 1%	2 1%	3 2%	4 1%	1 *	3 2%	- -	3 5% ^{abdegijk}	1 *	1 1%	- -	2 2%	1 1%	4 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
* small base

QF6 Which of these methods did you use to contact your provider to tell them you wanted to leave/cancel your service?

Base : All DNT who contacted current provider at QC3 or QE1

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	466	466	394	72	-	-	-
Weighted Base	466	466	394	72*
By calling/ phone	398	398	339	59	-	-	-
	85%	85%	86%	82%	-	-	-
Online via email	37	37	31	6	-	-	-
	8%	8%	8%	8%	-	-	-
Online via web-chat	34	34	28	6	-	-	-
	7%	7%	7%	8%	-	-	-
Online via web form	26	26	21	5	-	-	-
	6%	6%	5%	7%	-	-	-
Via an app	6	6	5	1	-	-	-
	1%	1%	1%	1%	-	-	-
By text message	5	5	4	1	-	-	-
	1%	1%	1%	1%	-	-	-
By social networking site (e.g. Twitter)	4	4	2	2	-	-	-
	1%	1%	1%	3%	-	-	-
By letter	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Other	4	4	3	1	-	-	-
	1%	1%	1%	1%	-	-	-
Don't know/don't recall	17	17	12	5	-	-	-
	4%	4%	3%	7%	-	-	-

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

QF8 If you were to switch services in the future and needed to contact your provider to cancel their service what would be your preferred way of contacting them?

Base : All

	Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
By calling my provider	1481	651	410	241	563	322	282	191	91	281	131	150	93	148	370	279	88	
59%	58% ak	60% clik	53%	58% ak	62% clik	62% clik	64% clik	59%	54%	59%	51%	51%	65% lm	48%	60%	61%	56%	
Online via email with my provider	518	225	128	97	189	92	75	52	23	114	40	74	25	72	111	88	36	
20%	20%	19%	22%	19%	18%	17%	17%	15%	22% d	18%	25% abdefgh	17%	23%	23%	18%	19%	23%	
Online via web form with my provider	401	183	95	88	156	68	63	35	28	93	33	60	19	69	90	62	27	
16%	16%	14%	20% abefg	16%	13%	14%	12%	18%	18% deg	15%	20% abefg	13%	22% d	15%	14%	14%	17%	
Online via web-chat with my provider	357	160	98	62	137	75	63	43	20	74	32	42	28	34	86	66	23	
14%	14%	14%	14%	14%	14%	14%	14%	14%	13%	14%	14%	14%	20% m	11%	14%	14%	15%	
I don't mind which method of contact to cancel	175	87	52	35	77	42	27	19	8	50	23	27	7	28	37	29	10	
7%	8%	8%	8%	8%	8%	8%	6%	6%	5%	10% d	10% d	9%	5%	9%	6%	6%	6%	
By letter	80	28	15	13	23	10	13	5	8	10	5	5	4	9	18	10	5	
3%	2%	2%	3%	2%	2%	3%	2%	2%	5% bdegikl	2%	2%	2%	3%	3%	3%	2%	3%	
Via an app with my provider	69	37	21	16	33	17	15	10	5	18	7	11	9	7	19	14	4	
3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	4%	6% m	2%	3%	3%	3%	
By text message with my provider	46	21	13	8	17	9	11	6	5	6	3	3	4	4	15	10	4	
2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	1%	1%	3%	1%	2%	2%	3%	
By social networking site (e.g. Twitter)	30	13	8	5	8	3	5	1	4	3	2	1	2	3	10	6	5	
1%	1%	1%	1%	1%	1%	1%	1%	*	3% degikl	1%	1%	*	1%	1%	2%	1%	3%	
Other	15	1	-	1	1	-	-	-	-	1	-	1	1	-	-	-	-	
1%	*	-	*	*	-	-	-	-	-	*	-	*	1%	-	-	-	-	
Don't know	122	43	20	23	41	18	25	11	14	16	7	9	2	21	27	13	2	
5%	4%	3%	5%	4%	3%	6% b	4%	4%	9% abdegikl	3%	3%	3%	1%	7% d	4%	3%	1%	
NET: ONLINE TOTAL	973	445	253	192	375	183	158	102	56	217	81	136	58	134	228	172	70	
38%	39%	37%	43% efg	39%	35%	35%	34%	34%	36%	42% efg	36%	46% abdefg	41%	44%	37%	38%	44%	
NET: EMAIL/WEBFORM	759	339	188	151	285	134	115	73	42	170	61	109	36	115	169	127	54	
30%	30%	28%	33% abefg	29%	26%	25%	24%	24%	27%	33% efg	27%	37% abdefg	25%	37% d	28%	28%	34%	

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

QF8 If you were to switch services in the future and needed to contact your provider to cancel their service what would be your preferred way of contacting them?

Base : All

	Total	LAST 12 MONTH SWITCHERS															Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)				
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)									
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107				
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107				
By calling my provider	1481	435	267	168	380	212	187	123	64	193	89	104	60	108	242	178	55				
	59%	57%	59%	54%	58%	61% k	62% dk	64% cdik	59%	54%	58%	52%	65% lm	50%	59%	59%	51%				
Online via email with my provider	518	150	83	67	123	56	45	26	19	78	30	48	15	52	72	53	27				
	20%	20% q	18%	22% dq	19%	16%	15%	13%	18%	22% efq	19%	24% efq	16%	24%	18%	18%	25%				
Online via web form with my provider	401	135	65	70	113	43	42	20	22	71	23	48	12	58	64	42	22				
	16%	18% eq	14%	23% bddefq	17% eq	12%	14%	10%	20% eqg	20% befq	15%	24% abdefqj	13%	27% l	16%	14%	21%				
Online via web-chat with my provider	357	112	63	49	95	46	42	27	15	53	19	34	22	27	59	44	17				
	14%	15%	14%	16%	14%	13%	14%	14%	14%	15%	12%	17%	24% lm	12%	15%	15%	16%				
I don't mind which method of contact to cancel	175	61	37	24	54	30	20	13	7	34	17	17	6	18	27	20	7				
	7%	8%	8%	8%	8%	9%	7%	7%	6%	10%	11%	8%	7%	8%	7%	7%	7%				
By letter	80	19	10	9	15	6	8	2	6	7	4	3	3	6	12	6	4				
	3%	2%	2%	3%	2%	2%	3%	1%	6% eqikl	2%	3%	1%	3%	3%	3%	2%	4%				
Via an app with my provider	69	27	16	11	23	12	13	8	5	10	4	6	7	4	17	12	4				
	3%	4%	4%	4%	4%	3%	4%	4%	5%	3%	3%	3%	8% lm	2%	4%	4%	4%				
By text message with my provider	46	16	9	7	12	5	7	2	5	5	3	2	4	3	11	6	4				
	2%	2%	2%	2%	2%	1%	2%	1%	5% eqikl	1%	2%	1%	4%	1%	3%	2%	4%				
By social networking site (e.g. Twitter)	30	12	7	5	8	3	5	1	4	3	2	1	2	3	9	5	4				
	1%	2%	2%	2%	1%	1%	2%	1%	4% eqikl	1%	1%	*	2%	1%	2%	2%	4%				
Other	15	1	-	1	1	-	-	-	-	1	-	1	1	-	-	-	-				
	1%	*	-	*	*	-	-	-	-	*	-	*	1%	-	-	-	-				
Don't know	122	29	17	12	27	15	16	8	8	11	7	4	-	12	18	10	2				
	5%	4%	4%	4%	4%	4%	5%	4%	7% ik	3%	5%	2%	-	6% l	4%	3%	2%				
NET: ONLINE TOTAL	973	306	168	138	255	117	106	64	42	149	53	96	38	100	157	115	51				
	38%	40% le	37%	45% abefqj	39%	34%	35%	33%	39%	42% eqj	34%	48% abdefqj	41%	46%	38%	38%	48%				
NET: EMAIL/WEBFORM	759	231	124	107	190	83	74	41	33	116	42	74	21	86	115	82	41				
	30%	30% eqg	27%	35% abefq	29% g	24%	25%	21%	31%	33% efqj	27%	37% abdefqj	23%	40% l	28%	27%	38% no				

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

QF8 If you were to switch services in the future and needed to contact your provider to cancel their service what would be your preferred way of contacting them?

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
By calling my provider	1481	447	307	140	383	200	183
	59%	64% cd	66% cd	60%	55%	58%	51%
Online via email with my provider	518	131	82	49	162	79	83
	20%	19%	18%	21%	23%	23%	23%
Online via web form with my provider	401	92	53	39	126	53	73
	16%	13%	11%	17% b	18% ab	16%	21% ab
Online via web-chat with my provider	357	105	72	33	92	49	43
	14%	15%	15%	14%	13%	14%	12%
I don't mind which method of contact to cancel	175	35	22	13	53	22	31
	7%	5%	5%	6%	8%	7%	9%
By letter	80	30	21	9	22	15	7
	3%	4%	5%	4%	3%	5%	2%
Via an app with my provider	69	20	15	5	12	8	4
	3%	3%	3%	2%	2%	2%	1%
By text message with my provider	46	11	5	6	14	3	12
	2%	2%	1%	3%	2%	1%	3%
By social networking site (e.g. Twitter)	30	12	9	3	5	5	-
	1%	2% d	2% d	1%	1%	1%	-
Other	15	4	2	2	10	6	4
	1%	1%	*	1%	1%	2%	1%
Don't know	122	27	17	10	52	15	37
	5%	4%	4%	4%	7% ab	4%	10% abce
NET: ONLINE TOTAL	973	249	164	85	279	134	145
	38%	36%	35%	36%	40%	39%	41%
NET: EMAIL/WEBFORM	759	179	110	69	241	110	131
	30%	26%	24%	30%	34% ab	32% b	37% ab

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

QF9: Did your previous service(s) provider contact you at any point just before or after you had decided to change provider?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Yes	530	530	316	214	456	242	225	149	76	231	93	138	69	145	299	223	74
	47%	47%	46%	47%	47%	46%	50%	50%	49%	44%	42%	46%	48%	47%	49%	49%	47%
No	414	414	246	168	353	185	146	96	50	207	89	118	56	112	207	157	61
	37%	37%	36%	37%	36%	35%	32%	32%	32%	40% ^{iq}	40% ^f	40% ^{iq}	39%	36%	34%	34%	39%
Don't know/can't remember	188	188	119	69	165	96	83	55	28	82	41	41	18	51	106	78	23
	17%	17%	17%	15%	17%	18%	18%	18%	18%	16%	18%	14%	13%	17%	17%	17%	15%

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

QF9: Did your previous service(s) provider contact you at any point just before or after you had decided to change provider?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	530	362	204	158	320	162	158	98	60	162	64	98	50	108	200	140	42
	47%	47%	45%	51%	49%	47%	52% ^b	51%	56% ^b	46%	42%	49%	54%	50%	49%	47%	39%
No	414	281	170	111	236	125	101	65	36	135	60	75	34	77	146	110	45
	37%	37%	37%	36%	36%	36%	34%	34%	33%	38%	39%	37%	37%	35%	36%	37%	42%
Don't know/can't remember	188	120	80	40	100	60	42	30	12	58	30	28	8	32	62	50	20
	17%	16%	18%	13%	15%	17%	14%	16%	11%	16%	19%	14%	9%	15%	15%	17%	19%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
 * small base

QF9: Did your previous service(s) provider contact you at any point just before or after you had decided to change provider?

Base : All who decided not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Yes	130	130	107	23	-	-	-
	19%	19% ^c	23% ^c	10%	-	-	-
No	478	478	296	182	-	-	-
	68%	68%	64%	76% ^{a,b}	-	-	-
Don't know/can't remember	91	91	63	28	-	-	-
	13%	13%	14%	12%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f
 .. very small base (under 30) ineligible for sig testing

QF10 At what point did your previous service(s) provider contact you?

Base : All switchers whose provider contacted them

Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV													
	Switcher Sample groups																											
	Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)												
530	530	316	214	456	242	225	149	76	231	93	138	69	145	299	223	74												
530	530	316	214	456	242	225	149	76*	231	93*	138	69*	145	299	223	74*												
228	228	170	58	185	127	95	81	14	90	46	44	37	21	138	124	43												
43%	43%chk		54%acdfhik		27%	41%ch		52%acdfhik		42%ch		54%acdfhik		18%	39%ch		49%chk		32%ch		54%am		14%	46%		56%an		58%
215	215	112	103	192	89	96	57	39	96	32	64	22	81	119	80	23												
41%	41%	35%	48%bej	42%	37%	43%	38%	51%bej	42%	34%	46%b	32%	56%l	40%	36%	31%												
68	68	40	28	60	32	31	20	11	29	12	17	10	18	39	28	8												
13%	13%	13%	13%	13%	13%	14%	13%	14%	13%	13%	12%	14%	12%	13%	13%	11%												
53	53	34	19	45	26	23	17	6	22	9	13	5	14	31	25	8												
10%	10%	11%	9%	10%	11%	10%	11%	8%	10%	10%	9%	7%	10%	10%	11%	11%												
41	41	27	14	31	17	16	8	8	15	9	6	7	7	26	18	10												
8%	8%	9%	7%	7%	7%	7%	5%	11%	6%	10%	4%	10%	5%	9%	8%	14%												
39	39	23	16	35	19	16	11	5	19	8	11	5	11	20	15	4												
7%	7%	7%	7%	8%	8%	7%	7%	7%	8%	9%	8%	7%	8%	7%	7%	5%												
37	37	25	12	29	17	12	7	5	17	10	7	7	5	20	15	8												
7%	7%	8%	6%	6%	7%	5%	5%	7%	7%	11%	5%	10%am	3%	7%	7%	11%												
20	20	12	8	18	10	10	5	5	8	5	3	1	7	12	7	2												
4%	4%	4%	4%	4%	4%	4%	3%	7%	3%	5%	2%	1%	5%	4%	3%	3%												
15	15	9	6	13	7	5	3	2	8	4	4	1	5	7	5	2												
3%	3%	3%	3%	3%	3%	2%	2%	3%	3%	4%	3%	1%	3%	2%	2%	3%												

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

QF10 At what point did your previous service(s) provider contact you?

Base : All switchers whose provider contacted them

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT V (n)	Triple CPS & SAPT V CPS (o)	SAPT V CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	530	362	204	158	320	162	158	98	60	162	64	98	50	108	200	140	42
Weighted Base	530	362	204	158	320	162	158	98*	60*	162	64*	98*	50*	108	200	140	42*
After I had contacted them to cancel my service	228 43%	155	112	43	126	83	64	52	12	62	31	31	27	16	93	81	29
		43% ch	55% cd	27%	39% ch	51% cd	41% ch	53% cd	20%	38% ch	48% ch	32%	54% m	15%	47%	58% n	69% n
After I'd signed up for a new service	215 41%	162	78	84	150	66	76	43	33	74	23	51	17	67	88	55	12
		45%	38%	53% be	47%	41%	48%	44%	55% be	46%	36%	52% be	34%	62% l	44%	39%	29%
After I had decided on a new provider before I signed up	68 13%	41	25	16	36	20	19	13	6	17	7	10	6	10	24	18	5
		11%	12%	10%	11%	12%	12%	13%	10%	10%	11%	10%	12%	9%	12%	13%	12%
After I had requested details about my end of contract date	53 10%	37	23	14	33	19	17	12	5	16	7	9	4	10	21	16	4
		10%	11%	9%	10%	12%	11%	12%	8%	10%	11%	9%	8%	9%	11%	11%	10%
Near the end of my contract period	41 8%	23	12	11	19	8	8	3	5	11	5	6	6	5	12	7	4
		6%	6%	7%	6%	5%	5%	3%	8%	7%	8%	6%	12%	5%	6%	5%	10%
After I had discussed alternative deals with them	39 7%	24	14	10	21	11	9	6	3	12	5	7	4	6	12	9	3
		7%	7%	6%	7%	7%	6%	6%	5%	7%	8%	7%	8%	6%	6%	6%	7%
After I had contacted them to discuss my current services	37 7%	25	16	9	20	11	9	4	5	11	7	4	6	3	14	9	5
		7%	8%	6%	6%	7%	6%	4%	8%	7%	11%	4%	12% m	3%	7%	6%	12%
After I had asked about an upgrade/changes to my existing contract/ package	20 4%	12	6	6	11	5	6	2	4	5	3	2	1	5	7	3	1
		3%	3%	4%	3%	3%	4%	2%	7%	3%	5%	2%	2%	5%	4%	2%	2%
Other	15 3%	9	5	4	8	4	4	2	2	4	2	2	1	3	5	3	1
		2%	2%	3%	3%	2%	3%	2%	3%	2%	3%	2%	2%	3%	3%	2%	2%

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

QF10 At what point did your previous service(s) provider contact you?

Base : All who decided not to switch whose provider contacted them

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	130	107	23	-	-	-
Weighted Base	130	107	23**	-.**	-.**	-.**
After I had contacted them to discuss my current services	30 23%	26 24%	4 17%	-	-	-
Near the end of my contract period	29 22%	25 23%	4 17%	-	-	-
After I had contacted them to cancel my service	23 18%	20 19%	3 13%	-	-	-
After I had discussed alternative deals with them	22 17%	20 19%	2 9%	-	-	-
After I had requested details about my end of contract date	20 15%	17 16%	3 13%	-	-	-
After I had asked about an upgrade/changes to my existing contract/ package	17 13%	15 14%	2 9%	-	-	-
After I had decided on a new provider before I signed up	15 12%	11 10%	4 17%	-	-	-
After I'd signed up for a new service	9 7%	8 7%	1 4%	-	-	-
Other	6 5%	3 3%	3 13%	-	-	-

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

QF11 Do you recall why your previous provider contacted you?

Base : All switchers whose provider contacted them

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	530	530	316	214	456	242	225	149	76	231	93	138	69	145	299	223	74
Weighted Base	530	530	316	214	456	242	225	149	76*	231	93*	138	69*	145	299	223	74*
To offer me a better deal/talk about renewal offers	293 55%	293	203	90	238	148	126	95	31	112	53	59	35	55	181	150	55
		55% ch k	64% acd hik	42%	52% c	61% cd hik	56% ch k	64% cd hik	41%	48%	57% ch k	43%	51%	38%	61%	67%	74% n
To arrange the stop date	89 17%	89	45	44	84	40	38	23	15	46	17	29	17	27	43	28	5
		17%	14%	21%	18%	17%	17%	15%	20%	20%	18%	21%	25%	19%	14%	13%	7%
To tell me about their services	85 16%	85	51	34	69	35	28	19	9	41	16	25	13	21	44	35	16
		16%	16%	16%	15%	14%	12%	13%	12%	18%	17%	18%	19%	14%	15%	16%	22%
To tell me about charges I needed to pay for ending my contract early	78 15%	78	39	39	69	30	46	23	23	23	7	16	10	29	55	32	9
		15%	12%	18% uj	15%	12%	20% be ijk	15%	30% abcde gijk	10%	8%	12%	14%	20%	18%	14%	12%
To discuss returning my old equipment	64 12%	64	44	20	54	34	32	19	13	22	15	7	7	13	42	29	10
		12% k	14% k	9%	12% k	14% k	14% k	13% k	17% k	10%	16% k	5%	10%	9%	14%	13%	14%
Other	46 9%	46	23	23	44	21	18	9	9	26	12	14	2	21	20	11	2
		9%	7%	11%	10%	9%	8%	6%	12%	11%	13%	10%	3%	14% l	7%	5%	3%
Don't know/don't recall	38 7%	38	18	20	36	16	16	12	4	20	4	16	9	11	18	14	2
		7%	6%	9%	8%	7%	7%	8%	5%	9%	4%	12% ab	13%	8%	6%	6%	3%
NET: SAVE/RETENTION	385 73%	385	246	139	320	181	173	119	54	147	62	85	48	91	238	184	65
		73% cd ik	78% cd ijk	65%	70%	75% cd ik	77% cd ik	80% cd ijk	71%	64%	67%	62%	70%	63%	80%	83%	88%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
* small base

QF11 Do you recall why your previous provider contacted you?

Base : All switchers whose provider contacted them

	Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	530	362	204	158	320	162	158	98	60	162	64	98	50	108	200	140	42	
Weighted Base	530	362	204	158	320	162	158	98*	60*	162	64*	98*	50*	108	200	140	42*	
To offer me a better deal/talk about renewal offers	293 55%	194 54%ck	128 63%acdfhik	66 42%	159 50%	93 57%chk	82 52%	57 58%chk	25 42%	77 48%	36 56%	41 42%	27 54%lm	39 36%	117 59%	92 66%	35 83%no	
To arrange the stop date	89 17%	59 16%	32 16%	27 17%	56 18%	29 18%	28 18%	17 17%	11 18%	28 17%	12 19%	16 16%	11 22%	16 15%	31 16%	20 14%	3 7%	
To tell me about their services	85 16%	55 15%	29 14%	26 16%	46 14%	20 12%	20 13%	13 13%	7 12%	26 16%	7 11%	19 19%	13 26%lm	13 12%	29 15%	22 16%	9 21%	
To tell me about charges I needed to pay for ending my contract early	78 15%	59 16%	26 13%	21 23%blj	54 17%	21 13%	36 23%beljk	15 15%	21 35%abcdegijk	18 11%	6 9%	12 12%	8 16%	25 23%	41 21%	20 14%	5 12%	
To discuss returning my old equipment	64 12%	40 11%k	28 14%k	12 8%	36 11%k	24 15%ck	21 13%k	13 13%k	8 13%k	15 9%	11 17%ck	4 4%	5 10%	7 6%	25 13%	17 12%	4 10%	
Other	46 9%	31 9%	14 7%	17 11%	31 10%	14 9%	12 8%	5 5%	7 12%	19 12%	9 14%g	10 10%	- -	17 16%l	12 6%	5 4%	- -	
Don't know/don't recall	38 7%	29 8%	11 5%	18 11%b	29 9%	11 7%	12 8%	9 9%	3 5%	17 10%	2 3%	15 15%abelj	7 14%	11 10%	12 6%	9 6%	- -	
NET: SAVE/RETENTION	385 73%	262 72%l	157 77%ckl	105 66%	222 69%	117 72%	119 75%kl	75 77%kl	44 73%	103 64%	42 66%	61 62%	38 76%	67 62%	159 80%	115 82%	40 95%no	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
 * small base

QF11 Do you recall why your previous provider contacted you?

Base : All who decided not to switch whose provider contacted them

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	130	130	107	23	-	-	-
Weighted Base	130	130	107	23**	-.**	-.**	-.**
To offer me a better deal/talk about renewal offers	84 65%	84 65%	72 67%	12 52%	-	-	-
To tell me about their services	23 18%	23 18%	20 19%	3 13%	-	-	-
To tell me about charges I needed to pay for ending my contract early	13 10%	13 10%	8 7%	5 22%	-	-	-
To arrange the stop date	10 8%	10 8%	8 7%	2 9%	-	-	-
To discuss returning my old equipment	6 5%	6 5%	6 6%	-	-	-	-
Other	7 5%	7 5%	4 4%	3 13%	-	-	-
Don't know/don't recall	8 6%	8 6%	7 7%	1 4%	-	-	-
NET: SAVE/RETENTION	109 84%	109 84%	90 84%	19 83%	-	-	-

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

QF14 And still thinking about all the conversations you had with your previous provider when switching, which of the following words would you use to describe this contact?

Base : All switchers that had contact with previous provider when switching

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	902	902	555	347	768	421	369	247	122	399	174	225	137	210	503	381	134
Weighted Base	902	902	555	347	768	421	369	247	122	399	174	225	137	210	503	381	134
Frustrating	393 44%	393 44%	250 45%	143 41%	343 45%	200 48%	167 45%	119 48%	48 39%	176 44%	81 47%	95 42%	67 49% ^{lm}	76 36%	217 43%	169 44%	50 37%
Time-consuming	388 43%	388 43%	247 45%	141 41%	326 42%	185 44%	160 43%	113 46%	47 39%	166 42%	72 41%	94 42%	70 51% ^{lm}	71 34%	222 44%	175 46%	62 46%
Unhelpful	324 36%	324 36%	198 36%	126 36%	290 38%	164 39%	142 38%	95 38%	47 39%	148 37%	69 40%	79 35%	49 36%	77 37%	176 35% ^p	129 34%	34 25%
Helpful	194 22%	194 22%	113 20%	81 23% ^{ae}	155 20%	74 18%	78 21%	43 17%	35 29% ^{abdegj}	77 19%	31 18%	46 20%	31 23%	50 24%	117 23%	82 22%	39 29%
Unnecessary	177 20%	177 20%	108 19%	69 20%	151 20%	82 19%	74 20%	54 22%	20 16%	77 19%	28 16%	49 22%	27 20%	42 20%	100 20%	80 21%	26 19%
Informative	163 18%	163 18%	92 17%	71 20% ^{ceq}	132 17%	61 14%	63 17%	33 13%	30 25% ^{abdeg}	69 17%	28 16%	41 18%	31 23%	40 19%	94 19%	64 17%	31 23%
Essential	107 12%	107 12%	65 12%	42 12%	91 12%	49 12%	44 12%	27 11%	17 14%	47 12%	22 13%	25 11%	25 18% ^{lm}	17 8%	60 12%	43 11%	16 12%
Reassuring	67 7%	67 7%	43 8%	24 7%	53 7%	29 7%	24 7%	16 6%	8 7%	29 7%	13 7%	16 7%	4 3%	20 10% ^j	38 8%	30 8%	14 10%
Don't know/don't recall	63 7%	63 7%	34 6%	29 8%	58 8%	29 7%	29 8%	18 7%	11 9%	29 7%	11 6%	18 8%	5 4%	24 11% ^l	34 7%	23 6%	5 4%

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

QF14 And still thinking about all the conversations you had with your previous provider when switching, which of the following words would you use to describe this contact?

Base : All switchers that had contact with previous provider when switching

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	902	614	373	241	525	284	247	160	87	278	124	154	91	150	336	249	89
Weighted Base	902	614	373	241	525	284	247	160	87*	278	124	154	91*	150	336	249	89*
Frustrating	393 44%	271 44%	175 47%	96 40%	236 45%	140 49% ^{bc}	115 47%	82 51% ^{ch}	33 38%	121 44%	58 47%	63 41%	46 51% ^{lm}	50 33%	150 45%	117 47%	35 39%
Time-consuming	388 43%	263 43%	172 46% ^{ch}	91 38%	219 42%	128 45%	108 44%	78 49% ^{ch}	30 34%	111 40%	50 40%	61 40%	44 48% ^{lm}	47 31%	152 45%	122 49%	44 49%
Unhelpful	324 36%	230 37%	142 38%	88 37%	206 39%	118 42%	96 39%	65 41%	31 36%	110 40%	53 43%	57 37%	34 37%	54 36%	120 36%	89 36%	24 27%
Helpful	194 22%	140 23%	83 22%	57 24%	113 22%	56 20%	55 22%	30 19%	25 29%	58 21%	26 21%	32 21%	21 23%	36 24%	82 24%	57 23%	27 30%
Unnecessary	177 20%	122 20%	70 19%	52 22%	105 20%	53 19%	49 20%	32 20%	17 20%	56 20%	21 17%	35 23%	20 22%	32 21%	66 20%	49 20%	17 19%
Informative	163 18%	114 19%	62 17%	52 22% ^{deq}	93 18%	41 14%	43 17%	20 13%	23 26% ^{deq}	50 18%	21 17%	29 19%	19 21%	33 22%	64 19%	41 16%	21 24%
Essential	107 12%	76 12%	48 13%	28 12%	65 12%	37 13%	37 15%	22 14%	15 17% ^k	28 10%	15 12%	13 8%	18 20% ^{lm}	10 7%	48 14%	33 13%	11 12%
Reassuring	67 7%	46 7%	30 8%	16 7%	36 7%	20 7%	15 6%	10 6%	5 6%	21 8%	10 8%	11 7%	1 1%	15 10% ^l	25 7%	20 8%	10 11%
Don't know/don't recall	63 7%	42 7%	21 6%	21 9%	38 7%	17 6%	18 7%	10 6%	8 9%	20 7%	7 6%	13 8%	4 4%	17 11%	22 7%	14 6%	4 4%

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

QF15 And still thinking about all the conversations you had with your provider when you were considering switching, which of the following words would you use to describe this contact?

Base : All DNT that had contact with previous provider when considering switching

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	487	487	407	80	-	-	-
Weighted Base	487	487	407	80*	..**	..**	..**
Helpful	268	268	246	22	-	-	-
	55%	55% c	60% c	28%	-	-	-
Informative	216	216	196	20	-	-	-
	44%	44% c	48% c	25%	-	-	-
Time-consuming	157	157	123	34	-	-	-
	32%	32%	30%	43% b	-	-	-
Frustrating	135	135	98	37	-	-	-
	28%	28%	24%	46% ab	-	-	-
Reassuring	92	92	82	10	-	-	-
	19%	19%	20%	13%	-	-	-
Essential	78	78	72	6	-	-	-
	16%	16% c	18% c	8%	-	-	-
Unhelpful	76	76	44	32	-	-	-
	16%	16% b	11%	40% ab	-	-	-
Unnecessary	31	31	20	11	-	-	-
	6%	6%	5%	14% ab	-	-	-
Don't know/don't recall	14	14	9	5	-	-	-
	3%	3%	2%	6% b	-	-	-

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

QG1: Before you left your previous service(s) provider, you may have been required to give them notice. If so, which of the following applied?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
I had one notice period for all services	637	637	419	218	552	334	268	196	72	284	138	146	80	138	353	281	85
	56%	56% chk	62% acd<h>hik</h>	48%	57% chk	64% acd<h>hik</h>	59% chk	65% acd<h>hik</h>	47%	55%	62% chk	49%	56% lm	45%	58%	61%	54%
I had different notice periods for different services or a notice period for some of my services but not others	94	94	63	31	67	36	41	24	17	26	12	14	9	22	68	51	27
	8%	8% lk	9% lk	7%	7%	7%	9% lk	8%	11% ijk	5%	5%	5%	6%	7%	11%	11%	17% n
Don't know/can't remember	401	401	199	202	355	153	145	80	65	210	73	137	54	148	191	126	46
	35%	35% beg	29%	45% abdefg	36% beg	29%	32%	27%	42% befg	40% befg	33%	46% abdefg	38%	48% l	31%	28%	29%

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

QG1: Before you left your previous service(s) provider, you may have been required to give them notice. If so, which of the following applied?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual		Triple/ Dual		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
I had one notice period for all services	637	420	274	146	362	216	174	122	52	188	94	94	51	95	232	180	58
	56%	55%ck	60%chik	47%	55%ck	62%acdhik	58%ck	63%acdhik	48%	53%	61%chik	47%	55%	44%	57%	60%	54%
I had different notice periods for different services or a notice period for some of my services but not others	94	71	49	22	52	30	29	19	10	23	11	12	8	14	48	38	19
	8%	9%	11%l	7%	8%	9%	10%	10%	9%	6%	7%	6%	9%	6%	12%	13%	18%
Don't know/can't remember	401	272	131	141	242	101	98	52	46	144	49	95	33	108	128	82	30
	35%	36%beg	29%	46%abdefgj	37%beg	29%	33%	27%	43%beg	41%befg	32%	47%abdefgj	36%	50%l	31%	27%	28%

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

QG2A: Before you left your previous service(s) provider, you may have been required to give them notice.
If you did so, at what point did you give notice to your provider that you wanted to leave?

Base : All switchers with one notice period for services switched

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	637	637	419	218	552	334	268	196	72	284	138	146	80	138	353	281	85
Weighted Base	637	637	419	218	552	334	268	196	72*	284	138	146	80*	138	353	281	85*
Before the end of your minimum contract period (i.e. before you had completed the full 12, 18, or 24 months of your orig	117 18%	117 18%	73 17%	44 20%	102 18%	58 17%	52 19%	35 18%	17 24%	50 18%	23 17%	27 18%	18 23%	26 19%	67 19%	50 18%	15 18%
At the end of your minimum contract period (i.e. on or around the final day of your original contract)	123 19%	123 19%	84 20%	39 18%	107 19%	68 20%	54 20%	41 21%	13 18%	53 19%	27 20%	26 18%	18 23%	21 15%	70 20%	57 20%	16 19%
After your minimum contract period had ended	202 32%	202 32%	138 33%	64 29%	166 30%	102 31%	70 26%	54 28%	16 22%	96 34% d	48 35%	48 33%	25 31%	39 28%	106 30%	90 32%	36 42% n
I did not give any formal notice, I just told them the date when I wanted to leave	146 23%	146 23%	93 22%	53 24%	135 24%	82 25%	70 26%	53 27%	17 24%	65 23%	29 21%	36 25%	17 21%	36 26%	81 23% p	64 23%	11 13%
Don't know/can't remember	49 8%	49 8%	31 7%	18 8%	42 8%	24 7%	22 8%	13 7%	9 13%	20 7%	11 8%	9 6%	2 3%	16 12% d	29 8%	20 7%	7 8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
* small base

QG2A: Before you left your previous service(s) provider, you may have been required to give them notice.
If you did so, at what point did you give notice to your provider that you wanted to leave?

Base : All switchers with one notice period for services switched

	Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	637	420	274	146	362	216	174	122	52	188	94	94	51	95	232	180	58	
Weighted Base	637	420	274	146	362	216	174	122	52*	188	94*	94*	51*	95*	232	180	58*	
Before the end of your minimum contract period (i.e. before you had completed the full 12, 18, or 24 months of your orig	117 18%	79 19%	49 18%	30 21%	69 19%	39 18%	35 20%	22 18%	13 25%	34 18%	17 18%	17 18%	13 25%	17 18%	45 19%	32 18%	10 17%	
At the end of your minimum contract period (i.e. on or around the final day of your original contract)	123 19%	80 19%	56 20%	24 16%	69 19%	45 21%	33 19%	26 21%	7 13%	36 19%	19 20%	17 18%	14 27% ^{um}	10 11%	44 19%	37 21%	11 19%	
After your minimum contract period had ended	202 32%	135 32%	95 35% ^h	40 27%	109 30%	69 32%	48 28%	38 31%	10 19%	61 32%	31 33%	30 32%	13 25%	27 28%	74 32%	64 36%	26 45%	
I did not give any formal notice, I just told them the date when I wanted to leave	146 23%	95 23%	57 21%	38 26%	88 24%	50 23%	45 26%	30 25%	15 29%	43 23%	20 21%	23 24%	9 18%	29 31%	52 22%	37 21%	7 12%	
Don't know/can't remember	49 8%	31 7%	17 6%	14 10%	27 7%	13 6%	13 7%	6 5%	7 13%	14 7%	7 7%	7 7%	2 4%	12 13%	17 7%	10 6%	4 7%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
* small base

**QG2 Before you left your previous service(s) provider, you may have been required to give them notice.
If you did so, at what point did you give notice to your provider that you wanted to leave?
Fixed landline/ line rental**

Base : All switchers with different notice periods for service switched

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	67	67	36	31	67	36	41	24	17	26	12	14	9	22	41	24	-
Weighted Base	67*	67*	36*	31*	67*	36*	41*	24**	17**	26**	12**	14**	9**	22**	41*	24**	-**
Before the end of your minimum contract period	20	20	12	8	20	12	15	10	5	5	2	3	3	5	15	10	-
	30%	30%	33%	26%	30%	33%	37%	42%	29%	19%	17%	21%	33%	23%	37%	42%	-
After your minimum contract period had ended	19	19	8	11	19	8	12	6	6	7	2	5	3	8	12	6	-
	28%	28%	22%	35%	28%	22%	29%	25%	35%	27%	17%	36%	33%	36%	29%	25%	-
I did not give any formal notice, I just told them the date when I wanted to leave	12	12	5	7	12	5	8	3	5	4	2	2	1	6	8	3	-
	18%	18%	14%	23%	18%	14%	20%	13%	29%	15%	17%	14%	11%	27%	20%	13%	-
Don't know/can't remember	10	10	6	4	10	6	3	3	-	7	3	4	1	3	3	3	-
	15%	15%	17%	13%	15%	17%	7%	13%	-	27%	25%	29%	11%	14%	7%	13%	-
At the end of your minimum contract period	6	6	5	1	6	5	3	2	1	3	3	-	1	-	3	2	-
	9%	9%	14%	3%	9%	14%	7%	8%	6%	12%	25%	-	11%	-	7%	8%	-

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

QG2 Before you left your previous service(s) provider, you may have been required to give them notice.
If you did so, at what point did you give notice to your provider that you wanted to leave?
Fixed landline/ line rental

Base : All switchers with different notice periods for service switched

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple CPS & SAPTV CPS		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	67	52	30	22	52	30	29	19	10	23	11	12	8	14	29	19	-
Weighted Base	67*	52*	30*	22**	52*	30*	29**	19**	10**	23**	11**	12**	8**	14**	29**	19**	-**
Before the end of your minimum contract period	20	13	9	4	13	9	10	8	2	3	1	2	2	2	10	8	-
	30%	25%	30%	18%	25%	30%	34%	42%	20%	13%	9%	17%	25%	14%	34%	42%	-
After your minimum contract period had ended	19	15	6	9	15	6	8	4	4	7	2	5	3	6	8	4	-
	28%	29%	20%	41%	29%	20%	28%	21%	40%	30%	18%	42%	38%	43%	28%	21%	-
I did not give any formal notice, I just told them the date when I wanted to leave	12	9	5	4	9	5	6	3	3	3	2	1	1	3	6	3	-
	18%	17%	17%	18%	17%	17%	21%	16%	30%	13%	18%	8%	13%	21%	21%	16%	-
Don't know/can't remember	10	10	6	4	10	6	3	3	-	7	3	4	1	3	3	3	-
	15%	19%	20%	18%	19%	20%	10%	16%	-	30%	27%	33%	13%	21%	10%	16%	-
At the end of your minimum contract period	6	5	4	1	5	4	2	1	1	3	3	-	1	-	2	1	-
	9%	10%	13%	5%	10%	13%	7%	5%	10%	13%	27%	-	13%	-	7%	5%	-

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

**QG2 Before you left your previous service(s) provider, you may have been required to give them notice.
If you did so, at what point did you give notice to your provider that you wanted to leave?
Fixed broadband**

Base : All switchers with different notice periods for service switched

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple CPS & SAPT TV CPS		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT TV (n)	Triple CPS & SAPT TV CPS (o)	SAPT TV CPS (p)
Unweighted Base	67	67	36	31	67	36	41	24	17	26	12	14	9	22	41	24	-
Weighted Base	67*	67*	36*	31*	67*	36*	41*	24**	17**	26**	12**	14**	9**	22**	41*	24**	-**
After your minimum contract period had ended	22 33%	22 33%	10 28%	12 39%	22 33%	10 28%	15 37%	8 33%	7 41%	7 27%	2 17%	5 36%	4 44%	8 36%	15 37%	8 33%	-
Before the end of your minimum contract period	14 21%	14 21%	7 19%	7 23%	14 21%	7 19%	11 27%	7 29%	4 24%	3 12%	-	3 21%	2 22%	5 23%	11 27%	7 29%	-
I did not give any formal notice, I just told them the date when I wanted to leave	12 18%	12 18%	5 14%	7 23%	12 18%	5 14%	7 17%	2 8%	5 29%	5 19%	3 25%	2 14%	1 11%	6 27%	7 17%	2 8%	-
Don't know/can't remember	10 15%	10 15%	6 17%	4 13%	10 15%	6 17%	3 7%	3 13%	-	7 27%	3 25%	4 29%	1 11%	3 14%	3 7%	3 13%	-
At the end of your minimum contract period	9 13%	9 13%	8 22% c	1 3%	9 13%	8 22% c	5 12%	4 17%	1 6%	4 15%	4 33%	-	1 11%	-	5 12%	4 17%	-

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

**QG2 Before you left your previous service(s) provider, you may have been required to give them notice.
If you did so, at what point did you give notice to your provider that you wanted to leave?
Fixed broadband**

Base : All switchers with different notice periods for service switched

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple CPS & SAPTV CPS		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	67	52	30	22	52	30	29	19	10	23	11	12	8	14	29	19	-
Weighted Base	67*	52*	30*	22**	52*	30*	29**	19**	10**	23**	11**	12**	8**	14**	29**	19**	-**
After your minimum contract period had ended	22 33%	17 33%	8 27%	9 41%	17 33%	8 27%	10 34%	6 32%	4 40%	7 30%	2 18%	5 42%	3 38%	6 43%	10 34%	6 32%	-
Before the end of your minimum contract period	14 21%	9 17%	5 17%	4 18%	9 17%	5 17%	7 24%	5 26%	2 20%	2 9%	- -	2 17%	2 25%	2 14%	7 24%	5 26%	-
I did not give any formal notice, I just told them the date when I wanted to leave	12 18%	8 15%	4 13%	4 18%	8 15%	4 13%	5 17%	2 11%	3 30%	3 13%	2 18%	1 8%	1 13%	3 21%	5 17%	2 11%	-
Don't know/can't remember	10 15%	10 19%	6 20%	4 18%	10 19%	6 20%	3 10%	3 16%	- -	7 30%	3 27%	4 33%	1 13%	3 21%	3 10%	3 16%	-
At the end of your minimum contract period	9 13%	8 15%	7 23%	1 5%	8 15%	7 23%	4 14%	3 16%	1 10%	4 17%	4 36%	- -	1 13%	- -	4 14%	3 16%	-

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

**QG2 Before you left your previous service(s) provider, you may have been required to give them notice.
If you did so, at what point did you give notice to your provider that you wanted to leave?
Pay TV service**

Base : All switchers with different notice periods for service switched

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple CPS & SAPT TV CPS		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT TV (n)	Triple CPS & SAPT TV CPS (o)	SAPT TV CPS (p)
Unweighted Base	68	68	51	17	41	24	41	24	17	-	-	-	3	14	68	51	27
Weighted Base	68*	68*	51*	17**	41*	24**	41*	24**	17**	-**	-**	-**	3**	14**	68*	51*	27**
After your minimum contract period had ended	24 35%	24 35%	17 33%	7 41%	15 37%	8 33%	15 37%	8 33%	7 41%	-	-	-	1 33%	6 43%	24 35%	17 33%	9 33%
Before the end of your minimum contract period	20 29%	20 29%	16 31%	4 24%	13 32%	9 38%	13 32%	9 38%	4 24%	-	-	-	1 33%	3 21%	20 29%	16 31%	7 26%
At the end of your minimum contract period	12 18%	12 18%	11 22%	1 6%	3 7%	2 8%	3 7%	2 8%	1 6%	-	-	-	1 33%	-	12 18%	11 22%	9 33%
I did not give any formal notice, I just told them the date when I wanted to leave	9 13%	9 13%	4 8%	5 29%	7 17%	2 8%	7 17%	2 8%	5 29%	-	-	-	-	5 36%	9 13%	4 8%	2 7%
Don't know/can't remember	3 4%	3 4%	3 6%	-	3 7%	3 13%	3 7%	3 13%	-	-	-	-	-	-	3 4%	3 6%	-

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

**QG2 Before you left your previous service(s) provider, you may have been required to give them notice.
If you did so, at what point did you give notice to your provider that you wanted to leave?
Pay TV service**

Base : All switchers with different notice periods for service switched

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple CPS & SAPTV CPS		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	68	48	38	10	29	19	29	19	10	-	-	-	2	8	48	38	19
Weighted Base	68*	48*	38*	10**	29**	19**	29**	19**	10**	-**	-**	-**	2**	8**	48*	38*	19**
After your minimum contract period had ended	24 35%	16 33%	12 32%	4 40%	10 34%	6 32%	10 34%	6 32%	4 40%	-	-	-	-	4 50%	16 33%	12 32%	6 32%
Before the end of your minimum contract period	20 29%	13 27%	11 29%	2 20%	8 28%	6 32%	8 28%	6 32%	2 20%	-	-	-	1 50%	1 13%	13 27%	11 29%	5 26%
At the end of your minimum contract period	12 18%	9 19%	8 21%	1 10%	3 10%	2 11%	3 10%	2 11%	1 10%	-	-	-	1 50%	-	9 19%	8 21%	6 32%
I did not give any formal notice, I just told them the date when I wanted to leave	9 13%	7 15%	4 11%	3 30%	5 17%	2 11%	5 17%	2 11%	3 30%	-	-	-	-	3 38%	7 15%	4 11%	2 11%
Don't know/can't remember	3 4%	3 6%	3 8%	-	3 10%	3 16%	3 10%	3 16%	-	-	-	-	-	-	3 6%	3 8%	-

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

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Table 389

QG3: Did the contracts for your old and new service(s) overlap at all?
In other words were you paying for both of them at the same time for any period?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Yes	185	185	149	36	153	117	84	70	14	69	47	22	13	23	116	102	32
	16%	16% ch	22% cdhik	8%	16% ch	22% acdhi	19% chik	23% acdhi	9%	13% ck	21% chik	7%	9%	7%	19%	22%	20%
NET: Yes & wanted	31	31	26	5	25	20	16	14	2	9	6	3	2	3	22	20	6
	3%	3% c	4% clik	1%	3%	4% clik	4% ck	5% clik	1%	2%	3%	1%	1%	1%	4%	4%	4%
NET: Yes & did not want	142	142	112	30	121	91	64	52	12	57	39	18	10	20	85	73	21
	13%	13% ck	16% acdhi	7%	12% ck	17% acdhi	14% ch	17% acdhi	8%	11% ck	17% acdhi	6%	7%	6%	14%	16%	13%
Yes (Excluding >1 month)	160	160	129	31	130	99	71	58	13	59	41	18	11	20	101	88	30
	14%	14% ck	19% acdhi	7%	13% ck	19% acdhi	16% chik	19% acdhi	8%	11% ck	16% chik	6%	8%	6%	17%	19%	19%
NET: Yes & wanted (Excluding >1 month)	31	31	26	5	25	20	16	14	2	9	6	3	2	3	22	20	6
	3%	3% c	4% clik	1%	3%	4% clik	4% ck	5% clik	1%	2%	3%	1%	1%	1%	4%	4%	4%
NET: Yes & did not want (Excluding >1 month)	118	118	93	25	99	74	51	40	11	48	34	14	8	17	70	59	19
	10%	10% ck	14% acdhi	6%	10% ck	14% acdhi	11% ck	13% ch	7%	9% ck	15% acdhi	5%	6%	6%	11%	13%	12%
No	828	828	461	367	714	347	319	198	121	395	149	246	120	247	433	312	114
	73%	73% ab	68%	81% abdefgij	73% ab	66%	70%	66%	79% abefg	76% abefg	67%	83% abdefgij	84%	80%	71%	68%	72%
Don't know/can't recall	119	119	71	48	107	59	51	32	19	56	27	29	10	38	63	44	12
	11%	11%	10%	11%	11%	11%	11%	11%	12%	11%	12%	10%	7%	12%	10%	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

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Table 390

QG3: Did the contracts for your old and new service(s) overlap at all?
In other words were you paying for both of them at the same time for any period?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	185	147	115	32	122	90	65	52	13	57	38	19	13	19	90	77	25
	16%	19%ck	25%acd <h>hik</h>	10%	19%ck	26%acd <h>hik</h>	22%ch <h>k</h>	27%acd <h>hik</h>	12%	16%ck	25%ch <h>ik</h>	9%	14%	9%	22%	26%	23%
NET: Yes & wanted	31	23	19	4	19	15	11	9	2	8	6	2	2	2	15	13	4
	3%	3%	4%ck	1%	3%	4%ck	4%	5%ck	2%	2%	4%	1%	2%	1%	4%	4%	4%
NET: Yes & did not want	142	115	88	27	98	71	52	41	11	46	30	16	10	17	69	58	17
	13%	15%ck	19%ch <h>ik</h>	9%	15%ck	20%acd <h>hik</h>	17%ck	21%acd <h>hik</h>	10%	13%	19%ch <h>k</h>	8%	11%	8%	17%	19%	16%
Yes (Excluding >1 month)	160	126	98	28	102	74	54	41	13	48	33	15	11	17	78	65	24
	14%	17%ck	22%acd <h>hik</h>	9%	16%ck	21%acd <h>hik</h>	18%ck	21%ch <h>ik</h>	12%	14%ck	21%ck	7%	12%	8%	19%	22%	22%
NET: Yes & wanted (Excluding >1 month)	31	23	19	4	19	15	11	9	2	8	6	2	2	2	15	13	4
	3%	3%	4%ck	1%	3%	4%ck	4%	5%ck	2%	2%	4%	1%	2%	1%	4%	4%	4%
NET: Yes & did not want (Excluding >1 month)	118	95	72	23	79	56	41	30	11	38	26	12	8	15	57	46	16
	10%	12%ck	16%ck	7%	12%ck	16%ck	14%ck	16%ck	10%	11%	17%ck	6%	9%	7%	14%	15%	15%
No	828	540	290	250	466	216	204	119	85	262	97	165	76	174	278	193	74
	73%	71%beq	64%	81%abdefg <h>ij</h>	71%beq	62%	68%	62%	79%bdefg <h>j</h>	74%beq	63%	82%abdefg <h>ij</h>	83%	80%	68%	64%	69%
Don't know/can't recall	119	76	49	27	68	41	32	22	10	36	19	17	3	24	40	30	8
	11%	10%	11%	9%	10%	12%	11%	11%	9%	10%	12%	8%	3%	11% <h>l</h>	10%	10%	7%

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

QG4 And for which of the following services did you pay two providers at the same time?

Base : All switchers

Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
	Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
	Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Fixed landline/line rental	125	96	29	125	96	63	52	11	62	44	18	9	20	63	52	-	
71%	11%ck	14%chk	6%	13%chk	18%abcdhik	14%chk	17%acdnhik	7%	12%ck	20%abcdhik	6%	6%	6%	10%cp	11%cp	-	
Fixed broadband	119	86	33	119	86	56	44	12	63	42	21	12	21	56	44	-	
71%	11%ck	13%ck	7%	12%ck	16%acdnhik	12%ck	15%achik	8%	12%ck	19%abcdhik	7%	8%	7%	9%cp	10%cp	-	
Pay TV	97	87	10	65	55	65	55	10	-	-	-	4	6	97	87	32	
9%	9%clijk	13%acdnhik	2%clijk	7%clijk	11%cdijk	14%acdnhik	18%abcdehijk	6%clijk	-	-	-	3%	2%	16%	19%	20%	
No overlap recalled	947	532	415	821	406	370	230	140	451	176	275	130	285	496	356	126	
84%	84%beg	78%	92%abdefgij	84%beg	78%	81%	77%	91%abdefgij	87%befgij	79%	93%abdefgij	91%	93%	81%	78%	80%	
NET: FL + BB + PAY TV	46	38	8	46	38	46	38	8	-	-	-	3	5	46	38	-	
4%	4%clijk	6%clijk	2%clijk	5%clijk	7%acdijk	10%abcdijk	13%abcdehijk	5%clijk	-	-	-	2%	2%	8%cp	8%cp	-	
NET: FL ONLY	19	18	1	19	18	13	13	-	6	5	1	-	1	13	13	-	
2%	2%ck	3%chk	*	2%ck	3%achik	3%chk	4%acdnhik	-	1%	2%ck	*	-	*	2%	3%cp	-	
NET: BB ONLY	9	4	5	9	4	2	1	1	7	3	4	3	2	2	1	-	
1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	2%	1%	*	*	-	
NET: PAY TV ONLY	47	45	2	15	13	15	13	2	-	-	-	1	1	47	45	32	
4%	4%cdijk	7%acdnhik	*	2%dk	2%clijk	3%cdijk	4%cdijk	1%dk	-	-	-	1%	*	8%	10%	20%no	
NET: FL + BB ONLY	60	40	20	60	40	4	1	3	56	39	17	6	14	4	1	-	
5%	5%fg	6%fgh	4%fg	6%fgh	8%cfgh	1%	*	2%	11%abcdfghk	17%abcdfghik	6%dk	4%	5%	1%	*	-	
NET: FL + PAY TV ONLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: BB + PAY TV ONLY	4	4	-	4	4	4	4	-	-	-	-	-	-	4	4	-	
*	*	1%	-	*	1%ci	1%ci	1%ci	-	-	-	-	-	-	1%	1%	-	
NET: ANY	185	149	36	153	117	84	70	14	69	47	22	13	23	116	102	32	
16%	16%chk	22%acdnhik	8%	16%chk	22%acdnhik	19%chk	23%acdnhik	9%	13%ck	21%chk	7%	9%	7%	19%	22%	20%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - lm - n/o/p

QG4 And for which of the following services did you pay two providers at the same time?

Base : All switchers

Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
	Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
	Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107	
1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107	
125	106	79	27	106	79	53	42	11	53	37	16	9	18	53	42	-	
11%	14%ck	17%ck	9%	16%ck	23%acdnhik	18%ck	22%achik	10%	15%ck	24%acdnhik	8%	10%	8%	13%cp	14%cp	-	
119	97	67	30	97	67	46	34	12	51	33	18	12	18	46	34	-	
11%	13%	15%ck	10%	15%ck	19%ack	15%ck	18%ck	11%	14%	21%acdnhik	9%	13%	8%	11%cp	11%cp	-	
97	75	66	9	50	41	50	41	9	-	-	-	4	5	75	66	25	
9%	10%cljk	15%acdijk	3%ijk	8%cljk	12%cdijk	17%acdnhik	21%abcdehijk	8%cljk	-	-	-	4%	2%	18%	22%	23%	
947	616	339	277	534	257	236	141	95	298	116	182	79	198	318	223	82	
84%	81%beg	75%	90%abdefgij	81%beg	74%	78%	73%	88%befgj	84%begj	75%	91%abdefgij	86%	91%	78%	74%	77%	
46	39	31	8	39	31	39	31	8	-	-	-	3	5	39	31	-	
4%	5%cljk	7%cljk	3%ijk	6%cljk	9%acijk	13%abcdijk	16%abcdehijk	7%cljk	-	-	-	3	2%	10%cp	10%cp	-	
19	16	15	1	16	15	10	10	-	6	5	1	-	1	10	10	-	
2%	2%ck	3%ck	*	2%ck	4%achik	3%ck	5%achik	-	2%	3%ck	*	-	*	2%	3%	-	
9	5	1	4	5	1	1	-	1	4	1	3	3	1	1	-	-	
1%	1%	*	1%	1%	*	*	-	1%	1%	1%	1%	3%am	*	*	-	-	
47	34	33	1	9	8	9	8	1	-	-	-	1	-	34	33	25	
4%	4%cdijk	7%acdefhijk	*	1%cl	2%clik	3%clijk	4%cdijk	1%	-	-	-	1%	-	8%	11%	23%no	
60	51	33	18	51	33	4	1	3	47	32	15	6	12	4	1	-	
5%	7%fg	7%fg	6%fg	8%fg	10%fgh	1%	1%	3%	13%abcdfghk	21%abcdehijk	7%fg	7%	6%	1%	*	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
4	2	2	-	2	2	2	2	-	-	-	-	-	-	2	2	-	
*	*	*	-	1%	1%	1%	1%	-	-	-	-	-	-	*	1%	-	
185	147	115	32	122	90	65	52	13	57	38	19	13	19	90	77	25	
16%	19%ck	25%acdnhik	10%	19%ck	26%acdnhik	22%ckh	27%acdnhik	12%	16%ck	25%chik	9%	14%	9%	22%	26%	23%	

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

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QG5a: How long did the contracts overlap for? In other words how long were you paying for both services at the same time?

Base : All switchers that had overlapping contracts

		Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
			Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)								
Unweighted Base		185	185	149	36	153	117	84	70	14	69	47	22	13	23	116	102	32
Weighted Base		185	185	149	36*	153	117	84*	70*	14**	69*	47*	22**	13**	23**	116	102	32*
1 day	(1)	8	8	6	2	6	4	4	2	2	2	2	-	-	2	6	4	2
		4%	4%	4%	6%	4%	3%	5%	3%	14%	3%	4%	-	-	9%	5%	4%	6%
2-3 days	(2.5)	27	27	20	7	21	14	14	11	3	7	3	4	3	4	20	17	6
		15%	15%	13%	19%	14%	12%	17%	16%	21%	10%	6%	18%	23%	17%	17%	17%	19%
4-6 days	(5)	16	16	11	5	13	8	9	7	2	4	1	3	2	3	12	10	3
		9%	9%	7%	14%	8%	7%	11%	10%	14%	6%	2%	14%	15%	13%	10%	10%	9%
A week	(7)	36	36	33	3	27	24	14	13	1	13	11	2	1	2	23	22	9
		19%	19%	22%	8%	18%	21%	17%	19%	7%	19%	23%	9%	8%	9%	20%	22%	28%
1-2 weeks	(10.5)	34	34	27	7	28	21	11	9	2	17	12	5	3	4	17	15	6
		18%	18%	18%	19%	18%	18%	13%	14%	25%	26%	23%	23%	17%	15%	15%	19%	19%
2-3 weeks	(17.5)	12	12	11	1	10	9	5	5	-	5	4	1	-	1	7	7	2
		6%	6%	7%	3%	7%	8%	6%	7%	-	7%	9%	5%	-	4%	6%	7%	6%
3-4 weeks	(24.5)	2	2	2	-	1	1	1	1	-	-	-	-	-	-	2	2	1
		1%	1%	1%	-	1%	1%	1%	1%	-	-	-	-	-	-	2%	2%	3%
A month	(30.4)	16	16	12	4	15	11	9	7	2	6	4	2	1	3	10	8	1
		9%	9%	8%	11%	10%	9%	11%	10%	14%	9%	9%	9%	8%	13%	9%	8%	3%
More than a month	(35)	25	25	20	5	23	18	13	12	1	10	6	4	2	3	15	14	2
		14%	14%	13%	14%	15%	15%	15%	17%	7%	14%	13%	18%	15%	13%	13%	14%	6%
Don't know/ can't recall		9	9	7	2	9	7	4	3	1	5	4	1	1	1	4	3	-
		5%	5%	5%	6%	6%	6%	5%	4%	7%	7%	9%	5%	8%	4%	3%	3%	-
NET: 1 week or less		87	87	70	17	67	50	41	33	8	26	17	9	6	11	61	53	20
		47%	47%	47%	47%	44%	43%	49%	47%	57%	38%	36%	41%	46%	48%	53%	52%	63%
NET: >1 week to a month		64	64	52	12	54	42	26	22	4	28	20	8	4	8	36	32	10
		35%	35%	35%	33%	35%	36%	31%	31%	29%	41%	43%	36%	31%	35%	31%	31%	31%
NET: A month or less		151	151	122	29	121	92	67	55	12	54	37	17	10	19	97	85	30
		82%	82%	82%	81%	79%	79%	80%	79%	86%	78%	79%	77%	77%	83%	84%	83%	94%
NET: Over 1 day		168	168	136	32	138	106	76	65	11	62	41	21	12	20	106	95	30
		91%	91%	91%	89%	90%	91%	90%	93%	79%	90%	87%	95%	92%	87%	91%	93%	94%
Mean		13.55	13.55	13.60	13.33	14.35	14.67	14.23	14.85	11.02	14.51	14.40	14.75	13.03	13.49	13.00	13.26	9.93
Standard Deviation		11.73	11.73	11.57	12.53	12.09	11.99	12.53	12.56	12.36	11.62	11.20	12.72	12.74	12.71	11.80	11.77	9.24
Standard Error		0.88	0.88	0.97	2.15	1.01	1.14	1.40	1.53	3.43	1.45	1.71	2.77	3.68	2.71	1.12	1.18	1.63

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

QG5a: How long did the contracts overlap for? In other words how long were you paying for both services at the same time?

Base : All switchers that had overlapping contracts

		Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
			Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
Unweighted Base		185	147	115	32	122	90	65	52	13	57	38	19	13	19	90	77	25	
Weighted Base		185	147	115	32*	122	90*	65*	52*	13**	57*	38*	19**	13**	19**	90*	77*	25**	
1 day	(1)	8	5	3	2	3	1	2	-	2	1	1	-	-	2	4	2	2	
		4%	3%	3%	6%	2%	1%	3%	-	15%	2%	3%	-	-	11%	4%	3%	8%	
2-3 days	(2.5)	27	21	15	6	17	11	11	8	3	6	3	3	3	3	15	12	4	
		15%	14%	13%	19%	14%	12%	17%	15%	23%	11%	8%	16%	23%	16%	17%	16%	16%	
4-6 days	(5)	16	12	7	5	9	4	5	3	2	4	1	3	2	3	8	6	3	
		9%	8%	6%	16%	7%	4%	8%	6%	15%	7%	3%	16%	15%	16%	9%	8%	12%	
A week	(7)	36	30	28	2	23	21	12	11	1	11	10	1	1	1	19	18	7	
		19%	20%	24%	6%	19%	23%	18%	21%	8%	19%	26%	5%	8%	5%	21%	23%	28%	
1-2 weeks	(10.5)	34	28	21	7	22	15	9	7	2	13	8	5	3	4	15	13	6	
		18%	19%	18%	22%	18%	17%	14%	13%	15%	23%	21%	26%	23%	21%	17%	17%	24%	
2-3 weeks	(17.5)	12	11	10	1	10	9	5	5	-	5	4	1	-	1	6	6	1	
		6%	7%	9%	3%	8%	10%	8%	10%	-	9%	11%	5%	-	5%	7%	8%	4%	
3-4 weeks	(24.5)	2	1	1	-	1	1	1	1	-	-	-	-	-	-	1	1	-	
		1%	1%	1%	-	1%	1%	2%	2%	-	-	-	-	-	-	1%	1%	-	
A month	(30.4)	16	12	9	3	11	8	7	5	2	4	3	1	1	2	8	6	1	
		9%	8%	8%	9%	9%	9%	11%	10%	15%	7%	8%	5%	8%	11%	9%	8%	4%	
More than a month	(35)	25	21	17	4	20	16	11	11	-	9	5	4	2	2	12	12	1	
		14%	14%	15%	13%	16%	18%	17%	21%	-	16%	13%	21%	15%	11%	13%	16%	4%	
Don't know/ can't recall		9	6	4	2	6	4	2	1	1	4	3	1	1	1	2	1	-	
		5%	4%	3%	6%	5%	4%	3%	2%	8%	7%	8%	5%	8%	5%	2%	1%	-	
NET: 1 week or less		87	68	53	15	52	37	30	22	8	22	15	7	6	9	46	38	16	
		47%	46%	46%	47%	43%	41%	46%	42%	62%	39%	39%	37%	46%	47%	51%	49%	64%	
NET: >1 week to a month		64	52	41	11	44	33	22	18	4	22	15	7	4	7	30	26	8	
		35%	35%	36%	34%	36%	37%	34%	35%	31%	39%	39%	37%	31%	37%	33%	34%	32%	
NET: A month or less		151	120	94	26	96	70	52	40	12	44	30	14	10	16	76	64	24	
		82%	82%	82%	81%	79%	78%	80%	77%	92%	77%	79%	74%	77%	84%	84%	83%	96%	
NET: Over 1 day		168	136	108	28	113	85	61	51	10	52	34	18	12	16	84	74	23	
		91%	93%	94%	88%	93%	94%	94%	98%	77%	91%	89%	95%	92%	84%	93%	96%	92%	
Mean		13.55	13.75	14.05	12.61	14.80	15.56	14.97	16.36	9.02	14.60	14.39	14.99	13.03	12.32	13.24	13.90	8.88	
Standard Deviation		11.73	11.69	11.61	12.10	12.09	12.07	12.54	12.66	10.49	11.66	11.23	12.78	12.74	12.02	11.74	11.86	8.15	
Standard Error		0.88	0.98	1.10	2.21	1.12	1.30	1.58	1.77	3.03	1.60	1.90	3.01	3.68	2.83	1.25	1.36	1.63	

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

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Table 395

QG5b: How long did the contracts overlap for? In other words how long were you paying for both services at the same time?

Base : All switchers that had overlapping contracts (up to and including a month or DK)

		LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
Total		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base		160	129	31	130	99	71	58	13	59	41	18	11	20	101	88	30
Weighted Base		160	129	31*	130	99*	71*	58*	13**	59*	41*	18**	11**	20**	101	88*	30*
1 day	(1)	8	6	2	6	4	4	2	2	2	2	-	-	2	6	4	2
		5%	5%	6%	5%	4%	6%	3%	15%	3%	5%	-	-	10%	6%	5%	7%
2-3 days	(2.5)	27	20	7	21	14	14	11	3	7	3	4	3	4	20	17	6
		17%	17%	16%	16%	14%	20%	19%	23%	12%	7%	22%	27%	20%	20%	19%	20%
4-6 days	(5)	16	11	5	13	8	9	7	2	4	1	3	2	3	12	10	3
		10%	10%	9%	10%	8%	13%	12%	15%	7%	2%	17%	18%	15%	12%	11%	10%
A week	(7)	36	33	3	27	24	14	13	1	13	11	2	1	2	23	22	9
		23%	23%	10%	21%	24%	20%	22%	8%	22%	27%	11%	9%	10%	23%	25%	30%
1-2 weeks	(10.5)	34	27	7	28	21	11	9	2	17	12	5	3	4	17	15	6
		21%	21%	23%	22%	21%	15%	16%	15%	29%	29%	28%	27%	20%	17%	17%	20%
2-3 weeks	(17.5)	12	11	1	10	9	5	5	-	5	4	1	-	1	7	7	2
		8%	8%	9%	8%	9%	7%	9%	-	8%	10%	6%	-	5%	7%	8%	7%
3-4 weeks	(24.5)	2	2	-	1	1	1	1	-	-	-	-	-	-	2	2	1
		1%	1%	2%	1%	1%	1%	2%	-	-	-	-	-	-	2%	2%	3%
A month	(30.4)	16	12	4	15	11	9	7	2	6	4	2	1	3	10	8	1
		10%	10%	9%	12%	11%	13%	12%	15%	10%	10%	11%	9%	15%	10%	9%	3%
More than a month	(35)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/ can't recall		9	7	2	9	7	4	3	1	5	4	1	1	1	4	3	-
		6%	6%	5%	7%	7%	6%	5%	8%	8%	10%	6%	9%	5%	4%	3%	-
NET: 1 week or less		87	70	17	67	50	41	33	8	26	17	9	6	11	61	53	20
		54%	54%	55%	52%	51%	58%	57%	62%	44%	41%	50%	55%	55%	60%	60%	67%
NET: >1 week to a month		64	52	12	54	42	26	22	4	28	20	8	4	8	36	32	10
		40%	40%	39%	42%	42%	37%	38%	31%	47%	49%	44%	36%	40%	36%	36%	33%
NET: A month or less		151	122	29	121	92	67	55	12	54	37	17	10	19	97	85	30
		94%	94%	94%	93%	93%	94%	95%	92%	92%	90%	94%	91%	95%	96%	97%	100%
NET: Over 1 day		143	116	27	115	88	63	53	10	52	35	17	10	17	91	81	28
		89%	89%	87%	88%	89%	89%	91%	77%	88%	85%	94%	91%	85%	90%	92%	93%
Mean		10.00	10.10	9.59	10.43	10.69	10.20	10.45	9.02	10.72	11.06	9.99	8.64	10.09	9.60	9.68	8.26
Standard Deviation		8.43	8.24	9.31	8.77	8.63	9.29	9.10	10.49	8.16	8.00	8.69	8.34	9.96	8.59	8.36	6.71
Standard Error		0.69	0.75	1.73	0.80	0.90	1.14	1.23	3.03	1.11	1.32	2.11	2.64	2.28	0.87	0.91	1.22

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

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Table 396

QG5b: How long did the contracts overlap for? In other words how long were you paying for both services at the same time?

Base : All switchers that had overlapping contracts (up to and including a month or DK)

		Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
			Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
Unweighted Base		160	126	98	28	102	74	54	41	13	48	33	15	11	17	78	65	24	
Weighted Base		160	126	98*	28**	102	74*	54*	41*	13**	48*	33*	15**	11**	17**	78*	65*	24**	
1 day	(1)	8	5	3	2	3	1	2	-	2	1	1	-	-	2	4	2	2	
		5%	4%	3%	7%	3%	1%	4%	-	15%	2%	3%	-	-	12%	5%	3%	8%	
2-3 days	(2.5)	27	21	15	6	17	11	11	8	3	6	3	3	3	3	15	12	4	
		17%	17%	15%	21%	17%	15%	20%	20%	23%	13%	9%	20%	27%	18%	19%	18%	17%	
4-6 days	(5)	16	12	7	5	9	4	5	3	2	4	1	3	2	3	8	6	3	
		10%	10%	7%	18%	9%	5%	9%	7%	15%	8%	3%	20%	18%	18%	10%	9%	13%	
A week	(7)	36	30	28	2	23	21	12	11	1	11	10	1	1	1	19	18	7	
		23%	24%	29%	7%	23%	28%	22%	27%	8%	23%	30%	7%	9%	6%	24%	28%	29%	
1-2 weeks	(10.5)	34	28	21	7	22	15	9	7	2	13	8	5	3	4	15	13	6	
		21%	22%	21%	25%	22%	20%	17%	17%	15%	27%	24%	33%	27%	24%	19%	20%	25%	
2-3 weeks	(17.5)	12	11	10	1	10	9	5	5	-	5	4	1	-	1	6	6	1	
		8%	9%	10%	4%	10%	12%	9%	12%	-	10%	12%	7%	-	6%	8%	9%	4%	
3-4 weeks	(24.5)	2	1	1	-	1	1	1	1	-	-	-	-	-	-	1	1	-	
		1%	1%	1%	-	1%	1%	2%	2%	-	-	-	-	-	-	1%	2%	-	
A month	(30.4)	16	12	9	3	11	8	7	5	2	4	3	1	1	2	8	6	1	
		10%	10%	9%	11%	11%	11%	13%	12%	15%	8%	9%	7%	9%	12%	10%	9%	4%	
More than a month	(35)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know/ can't recall		9	6	4	2	6	4	2	1	1	4	3	1	1	1	2	1	-	
		6%	5%	4%	7%	6%	5%	4%	2%	8%	8%	9%	7%	9%	6%	3%	2%	-	
NET: 1 week or less		87	68	53	15	52	37	30	22	8	22	15	7	6	9	46	38	16	
		54%	54%	54%	54%	51%	50%	56%	54%	62%	46%	45%	47%	55%	53%	59%	58%	67%	
NET: >1 week to a month		64	52	41	11	44	33	22	18	4	22	15	7	4	7	30	26	8	
		40%	41%	42%	39%	43%	45%	41%	44%	31%	46%	45%	47%	36%	41%	38%	40%	33%	
NET: A month or less		151	120	94	26	96	70	52	40	12	44	30	14	10	16	76	64	24	
		94%	95%	96%	93%	95%	96%	98%	98%	92%	92%	91%	93%	91%	94%	97%	98%	100%	
NET: Over 1 day		143	115	91	24	93	69	50	40	10	43	29	14	10	14	72	62	22	
		89%	91%	93%	86%	91%	93%	93%	98%	77%	90%	88%	93%	91%	82%	92%	95%	92%	
Mean		10.00	10.03	10.27	9.16	10.59	11.12	10.73	11.24	9.02	10.42	10.96	9.28	8.64	9.49	9.80	9.94	7.79	
Standard Deviation		8.43	8.19	8.05	8.79	8.56	8.47	9.28	8.97	10.49	7.71	7.91	7.44	8.34	9.31	8.50	8.16	6.19	
Standard Error		0.69	0.75	0.83	1.72	0.87	1.01	1.29	1.42	3.03	1.16	1.44	1.99	2.64	2.33	0.97	1.02	1.26	

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

QG5c: How long did the contracts overlap for? In other words how long were you paying for both services at the same time?

Base : All switchers that had overlapping contracts AND did not want overlapping contracts (up to and including a month or DK)

		Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
			Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
Unweighted Base		118	93	25	99	74	51	40	11	48	34	14	8	17	70	59	19		
Weighted Base		118	93*	25**	99*	74*	51*	40*	11**	48*	34*	14**	8**	17**	70*	59*	19**		
1 day	(1)	5	4	1	4	3	2	1	1	2	2	-	-	1	3	2	1		
		4%	4%	4%	4%	4%	4%	3%	9%	4%	6%	-	-	6%	4%	3%	5%		
2-3 days	(2.5)	16	11	5	11	6	7	5	2	4	1	3	1	4	12	10	5		
		14%	14%	12%	20%	11%	8%	14%	13%	18%	8%	3%	21%	13%	17%	17%	26%		
4-6 days	(5)	11	6	5	10	5	6	4	2	4	1	3	2	3	7	5	1		
		9%	9%	6%	20%	10%	7%	12%	10%	18%	8%	3%	21%	25%	18%	10%	8%		
A week	(7)	25	23	2	19	17	10	9	1	9	8	1	1	1	16	15	6		
		21%	21%	25%	8%	19%	23%	20%	23%	9%	19%	24%	7%	13%	23%	25%	32%		
1-2 weeks	(10.5)	28	22	6	25	19	10	8	2	15	11	4	2	4	13	11	3		
		24%	24%	24%	25%	26%	20%	20%	18%	31%	32%	29%	25%	24%	19%	19%	16%		
2-3 weeks	(17.5)	9	9	-	7	7	3	3	-	4	4	-	-	-	5	5	2		
		8%	8%	10%	-	7%	9%	6%	8%	-	8%	12%	-	-	7%	8%	11%		
3-4 weeks	(24.5)	1	1	-	1	1	1	1	-	-	-	-	-	-	1	1	-		
		1%	1%	1%	-	1%	1%	3%	-	-	-	-	-	-	1%	2%	-		
A month	(30.4)	15	11	4	14	10	9	7	2	5	3	2	1	3	10	8	1		
		13%	13%	12%	16%	14%	14%	18%	18%	10%	9%	14%	13%	18%	14%	14%	5%		
More than a month	(35)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't know/ can't recall		8	6	2	8	6	3	2	1	5	4	1	1	1	3	2	-		
		7%	7%	8%	8%	8%	6%	5%	9%	10%	12%	7%	13%	6%	4%	3%	-		
NET: 1 week or less		57	44	13	44	31	25	19	6	19	12	7	4	9	38	32	13		
		48%	47%	52%	44%	42%	49%	48%	55%	40%	35%	50%	50%	53%	54%	54%	68%		
NET: >1 week to a month		53	43	10	47	37	23	19	4	24	18	6	3	7	29	25	6		
		45%	46%	40%	47%	50%	45%	48%	36%	50%	53%	43%	38%	41%	41%	42%	32%		
NET: A month or less		110	87	23	91	68	48	38	10	43	30	13	7	16	67	57	19		
		93%	94%	92%	92%	92%	94%	95%	91%	90%	88%	93%	88%	94%	96%	97%	100%		
NET: Over 1 day		105	83	22	87	65	46	37	9	41	28	13	7	15	64	55	18		
		89%	89%	88%	88%	88%	90%	93%	82%	85%	82%	93%	88%	88%	91%	93%	95%		
Mean		10.97	11.15	10.31	11.53	11.95	11.98	12.38	10.48	11.03	11.41	10.18	10.13	10.39	10.93	11.01	8.28		
Standard Deviation		8.92	8.68	9.93	9.18	8.95	10.04	9.90	10.97	8.21	7.73	9.51	9.41	10.45	9.40	9.21	7.13		
Standard Error		0.85	0.93	2.07	0.96	1.09	1.45	1.61	3.47	1.25	1.41	2.64	3.56	2.61	1.15	1.22	1.64		

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

QG5c: How long did the contracts overlap for? In other words how long were you paying for both services at the same time?

Base : All switchers that had overlapping contracts AND did not want overlapping contracts (up to and including a month or DK)

		Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
			Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
Unweighted Base		118	95	72	23	79	56	41	30	11	38	26	12	8	15	57	46	16	
Weighted Base		118	95*	72*	23**	79*	56*	41*	30*	11**	38*	26**	12**	8**	15**	57*	46*	16**	
1 day	(1)	5	3	2	1	2	1	1	-	1	1	1	-	-	1	2	1	1	
		4%	3%	3%	4%	3%	2%	2%	-	9%	3%	4%	-	-	7%	4%	2%	6%	
2-3 days	(2.5)	16	14	10	4	10	6	7	5	2	3	1	2	1	3	11	9	4	
		14%	15%	14%	17%	13%	11%	17%	17%	18%	8%	4%	17%	13%	20%	19%	20%	25%	
4-6 days	(5)	11	8	3	5	7	2	3	1	2	4	1	3	2	3	4	2	1	
		9%	8%	4%	22%	9%	4%	7%	3%	18%	11%	4%	25%	25%	20%	7%	4%	6%	
A week	(7)	25	22	20	2	17	15	9	8	1	8	7	1	1	1	14	13	5	
		21%	23%	28%	9%	22%	27%	22%	27%	9%	21%	27%	8%	13%	7%	25%	28%	31%	
1-2 weeks	(10.5)	28	22	16	6	19	13	8	6	2	11	7	4	2	4	11	9	3	
		24%	23%	22%	26%	24%	23%	20%	20%	18%	29%	27%	33%	25%	27%	19%	20%	19%	
2-3 weeks	(17.5)	9	8	8	-	7	7	3	3	-	4	4	-	-	-	4	4	1	
		8%	8%	11%	-	9%	13%	7%	10%	-	11%	15%	-	-	-	7%	9%	6%	
3-4 weeks	(24.5)	1	1	1	-	1	1	1	-	-	-	-	-	-	-	1	1	-	
		1%	1%	1%	-	1%	2%	2%	3%	-	-	-	-	-	-	2%	2%	-	
A month	(30.4)	15	11	8	3	10	7	7	5	2	3	2	1	1	2	8	6	1	
		13%	12%	11%	13%	13%	13%	17%	17%	18%	8%	8%	8%	13%	13%	14%	13%	6%	
More than a month	(35)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know/ can't recall		8	6	4	2	6	4	2	1	1	4	3	1	1	1	2	1	-	
		7%	6%	6%	9%	8%	7%	5%	3%	9%	11%	12%	8%	13%	7%	4%	2%	-	
NET: 1 week or less		57	47	35	12	36	24	20	14	6	16	10	6	4	8	31	25	11	
		48%	49%	49%	52%	46%	43%	49%	47%	55%	42%	38%	50%	50%	53%	54%	54%	69%	
NET: >1 week to a month		53	42	33	9	37	28	19	15	4	18	13	5	3	6	24	20	5	
		45%	44%	46%	39%	47%	50%	46%	50%	36%	47%	50%	42%	38%	40%	42%	43%	31%	
NET: A month or less		110	89	68	21	73	52	39	29	10	34	23	11	7	14	55	45	16	
		93%	94%	94%	91%	92%	93%	95%	97%	91%	89%	88%	92%	88%	93%	96%	98%	100%	
NET: Over 1 day		105	86	66	20	71	51	38	29	9	33	22	11	7	13	53	44	15	
		89%	91%	92%	87%	90%	91%	93%	97%	82%	87%	85%	92%	88%	87%	93%	96%	94%	
Mean		10.97	10.81	11.14	9.72	11.39	12.06	12.06	12.60	10.48	10.62	11.38	9.04	10.13	9.52	10.92	11.02	8.15	
Standard Deviation		8.92	8.67	8.54	9.21	8.88	8.75	9.95	9.72	10.97	7.56	7.51	7.77	9.41	9.46	9.36	9.10	7.28	
Standard Error		0.85	0.92	1.04	2.01	1.04	1.21	1.59	1.80	3.47	1.30	1.57	2.34	3.56	2.53	1.26	1.36	1.82	

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

QG6: Did you want the contracts to overlap?

Base : All switchers that had overlapping contracts

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	185	185	149	36	153	117	84	70	14	69	47	22	13	23	116	102	32
Weighted Base	185	185	149	36*	153	117	84*	70*	14**	69*	47*	22**	13**	23**	116	102	32*
Yes	31	31	26	5	25	20	16	14	2	9	6	3	2	3	22	20	6
	17%	17%	17%	14%	16%	17%	19%	20%	14%	13%	13%	14%	15%	13%	19%	20%	19%
No	142	142	112	30	121	91	64	52	12	57	39	18	10	20	85	73	21
	77%	77%	75%	83%	79%	78%	76%	74%	86%	83%	83%	82%	77%	87%	73%	72%	66%
Don't know	12	12	11	1	7	6	4	4	-	3	2	1	1	-	9	9	5
	6%	6%	7%	3%	5%	5%	5%	6%	-	4%	4%	5%	8%	-	8%	9%	16%

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

QG6: Did you want the contracts to overlap?

Base : All switchers that had overlapping contracts

	Total	LAST 12 MONTH SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	185	147	115	32	122	90	65	52	13	57	38	19	13	19	90	77	25
Weighted Base	185	147	115	32*	122	90*	65*	52*	13**	57*	38*	19**	13**	19**	90*	77*	25**
Yes	31	23	19	4	19	15	11	9	2	8	6	2	2	2	15	13	4
	17%	16%	17%	13%	16%	17%	17%	17%	15%	14%	16%	11%	15%	11%	17%	17%	16%
No	142	115	88	27	98	71	52	41	11	46	30	16	10	17	69	58	17
	77%	78%	77%	84%	80%	79%	80%	79%	85%	81%	79%	84%	77%	89%	77%	75%	68%
Don't know	12	9	8	1	5	4	2	2	-	3	2	1	1	-	6	6	4
	6%	6%	7%	3%	4%	4%	3%	4%	-	5%	5%	5%	8%	-	7%	8%	16%

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

QG7a Why did the contracts overlap?

Base : All switchers that had overlapping contracts

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	185	185	149	36	153	117	84	70	14	69	47	22	13	23	116	102	32
Weighted Base	185	185	149	36*	153	117	84*	70*	14**	69*	47*	22**	13**	23**	116	102	32*
(1) I had already signed up with my new provider, and wasn't aware of the notice period with my previous provider	30 16%	30 16%	21 14%	9 25% e g	22 14%	13 11%	9 11%	6 9%	3 21%	13 19%	7 15%	6 27%	4 31%	5 22%	17 15%	14 14%	8 25%
(4) To ensure I always had a BROADBAND service(s) during the switch	30 16%	30 16%	27 18%	3 8%	30 20%	27 23%	13 15%	13 19%	-	17 25% c	14 30% a c	3 14%	-	3 13%	13 11%	13 13% p	-
(8) To switch to a better service immediately	27 15%	27 15%	21 14%	6 17%	22 14%	16 14%	13 15%	9 13%	4 29%	9 13%	7 15%	2 9%	3 23%	3 13%	18 16%	14 14%	5 16%
(2) Due to the available engineer appointment dates	26 14%	26 14%	22 15%	4 11%	25 16%	21 18%	15 18%	12 17%	3 21%	10 14%	9 19%	1 5%	2 15%	2 9%	16 14%	13 13%	1 3%
(3) The new provider gave me a date that was before the end of my previous contract	24 13%	24 13%	22 15%	2 6%	18 12%	16 14%	13 15%	11 16%	2 14%	5 7%	5 11%	-	1 8%	1 4%	19 16%	17 17%	6 19%
(16) Previous service not cancelled correctly	22 12%	22 12%	18 12%	4 11%	19 12%	15 13%	8 10%	8 11%	-	11 16%	7 15%	4 18%	1 8%	3 13%	11 9%	11 11%	3 9%
(14) The previous service wasn't cancelled on the date requested	20 11%	20 11%	16 11%	4 11%	17 11%	13 11%	10 12%	10 14%	-	7 10%	3 6%	4 18%	3 23%	1 4%	13 11%	13 13%	3 9%
(6) To ensure I always had a PHONE service(s) during the switch	20 11%	20 11%	17 11%	3 8%	20 13%	17 15%	9 11%	9 13%	-	11 16%	8 17%	3 14%	1 8%	2 9%	9 8%	9 9%	-
(7) To sign up with my new provider before a deal ran out	17 9%	17 9%	16 11%	1 3%	12 8%	11 9%	9 11%	8 11%	1 7%	3 4%	3 6%	-	1 8%	-	14 12%	13 13%	5 16%
(5) To ensure I always had a PAY TV service(s) during the switch	16 9%	16 9% j	15 10% j	1 3%	8 5%	7 6% d	8 10% j	7 10% j	1 7%	-	-	-	1 8%	-	16 14%	15 15%	8 25%
(9) To switch on a particular date, that I wanted	15 8%	15 8%	9 6%	6 17% b	14 9%	8 7%	7 8%	5 7%	2 14%	7 10%	3 6%	4 18%	1 8%	5 22%	8 7%	6 6%	1 3%
(15) To ensure I kept my landline number	12 6%	12 6%	10 7%	2 6%	12 8%	10 9%	6 7%	5 7%	1 7%	6 9%	5 11%	1 5%	1 8%	1 4%	6 5%	5 5%	-
(12) To get faster broadband speed as soon as possible	10 5%	10 5%	9 6%	1 3%	10 7%	9 8%	6 7%	6 9%	-	4 6%	3 6%	1 5%	-	1 4%	6 5%	6 6%	-
(10) To get the channels I wanted as soon as possible	3 2%	3 2%	3 2%	-	2 1%	2 2%	2 2%	2 3%	-	-	-	-	-	-	3 3%	3 3%	1 3%
(13) To get inclusive calls as soon as possible	2 1%	2 1%	2 1%	-	2 1%	2 2%	1 1%	1 1%	-	1 1%	1 2%	-	-	-	1 1%	1 1%	-
(11) To get a channel in time to view a specific event	1 1%	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 1%	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
 * small base; ** very small base (under 30) ineligible for sig testing

QG7a Why did the contracts overlap?

Base : All switchers that had overlapping contracts

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	185	185	149	36	153	117	84	70	14	69	47	22	13	23	116	102	32
Weighted Base	185	185	149	36*	153	117	84*	70*	14**	69*	47*	22**	13**	23**	116	102	32*
(17) Other	15	15	11	4	14	10	10	7	3	4	3	1	2	2	11	8	1
	8%	8%	7%	11%	9%	9%	12%	10%	21%	6%	6%	5%	15%	9%	9%	8%	3%
Don't know/can't recall	12	12	10	2	10	8	6	5	1	4	3	1	-	2	8	7	2
	6%	6%	7%	6%	7%	7%	7%	7%	7%	6%	6%	5%	-	9%	7%	7%	6%
NET: DIFFICULTIES CO- ORDINATING	112	112	86	26	96	70	50	41	9	46	29	17	10	16	66	57	16
(1,2,3,9,14,16)	61%	61%	58%	72%	63%	60%	60%	59%	64%	67%	62%	77%	77%	70%	57%	56%	50%
Mean number of mentions	1.2	1.2	1.3	1.1	1.2	1.2	1.2	1.3	1.1	1.2	1.2	1.1	1.2	1.1	1.3	1.3	1.4
NET: TO ENSURE CONTINUITY OF SERVICE	48	48	42	6	40	34	20	18	2	20	16	4	2	4	28	26	8
(4,5,6,15)	26%	26%	28%	17%	26%	29%	24%	26%	14%	29%	34%	18%	15%	17%	24%	25%	25%
Mean number of mentions	1.6	1.6	1.6	1.5	1.8	1.8	1.8	1.9	1.0	1.7	1.7	1.8	1.5	1.5	1.6	1.6	1.0
NET: TO GET A BETTER SERVICE/DEAL IMMEDIATELY	50	50	43	7	38	31	24	20	4	14	11	3	3	4	36	32	12
(7,8,10,11,12,13)	27%	27%	29%	19%	25%	26%	29%	29%	29%	20%	23%	14%	23%	17%	31%	31%	38%
Mean number of mentions	1.2	1.2	1.2	1.1	1.3	1.3	1.3	1.3	1.3	1.2	1.3	1.0	1.3	1.0	1.2	1.2	1.0

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

QG7a Why did the contracts overlap?

Base : All switchers that had overlapping contracts

	Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	185	147	115	32	122	90	65	52	13	57	38	19	13	19	90	77	25	
Weighted Base	185	147	115	32*	122	90*	65*	52*	13**	57*	38*	19**	13**	19**	90*	77*	25**	
(1) I had already signed up with my new provider, and wasn't aware of the notice period with my previous provider	30	27	19	8	20	12	8	5	3	12	7	5	4	4	15	12	7	
	16%	18%	17%	25%	16%	13%	12%	10%	23%	21%	18%	26%	31%	21%	17%	16%	28%	
(4) To ensure I always had a BROADBAND service(s) during the switch	30	25	23	2	25	23	12	12	-	13	11	2	-	2	12	12	-	
	16%	17%	20%	6%	20%	26% cc	18%	23% cc	-	23% cc	29% cc	11%	-	11%	13%	16%	-	
(8) To switch to a better service immediately	27	22	16	6	19	13	12	8	4	7	5	2	3	3	15	11	3	
	15%	15%	14%	19%	16%	14%	18%	15%	31%	12%	13%	11%	23%	16%	17%	14%	12%	
(2) Due to the available engineer appointment dates	26	22	18	4	21	17	12	9	3	9	8	1	2	2	13	10	1	
	14%	15%	16%	13%	17%	19%	18%	17%	23%	16%	21%	5%	15%	11%	14%	13%	4%	
(3) The new provider gave me a date that was before the end of my previous contract	24	22	20	2	16	14	11	9	2	5	5	-	1	1	17	15	6	
	13%	15%	17%	6%	13%	16%	17%	17%	15%	9%	13%	-	8%	5%	19%	19%	24%	
(16) Previous service not cancelled correctly	22	19	16	3	16	13	7	7	-	9	6	3	1	2	10	10	3	
	12%	13%	14%	9%	13%	14%	11%	13%	-	16%	16%	16%	8%	11%	11%	13%	12%	
(14) The previous service wasn't cancelled on the date requested	20	16	12	4	13	9	7	7	-	6	2	4	3	1	10	10	3	
	11%	11%	10%	13%	11%	10%	11%	13%	-	11%	5%	21%	23%	5%	11%	13%	12%	
(6) To ensure I always had a PHONE service(s) during the switch	20	16	14	2	16	14	9	9	-	7	5	2	1	1	9	9	-	
	11%	11%	12%	6%	13%	16%	14%	17%	-	12%	13%	11%	8%	5%	10%	12%	-	
(7) To sign up with my new provider before a deal ran out	17	14	13	1	10	9	8	7	1	2	2	-	1	-	12	11	4	
	9%	10%	11%	3%	8%	10%	12%	13%	8%	4%	5%	-	8%	-	13%	14%	16%	
(5) To ensure I always had a PAY TV service(s) during the switch	16	13	12	1	7	6	7	6	1	-	-	-	1	-	13	12	6	
	9%	9% cl	10% clj	3%	6%	7% cl	11% clj	12% clj	8%	-	-	-	8%	-	14%	16%	24%	
(9) To switch on a particular date, that I wanted	15	12	8	4	11	7	6	4	2	5	3	2	1	3	7	5	1	
	8%	8%	7%	13%	9%	8%	9%	8%	15%	9%	8%	11%	8%	16%	8%	6%	4%	
(15) To ensure I kept my landline number	12	10	8	2	10	8	5	4	1	5	4	1	1	1	5	4	-	
	6%	7%	7%	6%	8%	9%	8%	8%	8%	9%	11%	5%	8%	5%	6%	5%	-	
(12) To get faster broadband speed as soon as possible	10	9	9	-	9	9	6	6	-	3	3	-	-	-	6	6	-	
	5%	6%	8%	-	7%	10%	9%	12%	-	5%	8%	-	-	-	7%	8%	-	
(10) To get the channels I wanted as soon as possible	3	2	2	-	1	1	1	1	-	-	-	-	-	-	2	2	1	
	2%	1%	2%	-	1%	1%	2%	2%	-	-	-	-	-	-	2%	3%	4%	
(13) To get inclusive calls as soon as possible	2	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-	
	1%	1%	1%	-	1%	1%	-	-	-	2%	3%	-	-	-	-	-	-	
(11) To get a channel in time to view a specific event	1	1	1	-	-	-	-	-	-	-	-	-	-	-	1	1	1	
	1%	1%	1%	-	-	-	-	-	-	-	-	-	-	-	1%	1%	4%	

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

QG7a Why did the contracts overlap?

Base : All switchers that had overlapping contracts

	Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	185	147	115	32	122	90	65	52	13	57	38	19	13	19	90	77	25	
Weighted Base	185	147	115	32*	122	90*	65*	52*	13**	57*	38*	19**	13**	19**	90*	77*	25**	
(17) Other	15	11	8	3	10	7	7	5	2	3	2	1	2	1	8	6	1	
	8%	7%	7%	9%	8%	8%	11%	10%	15%	5%	5%	5%	15%	5%	9%	8%	4%	
Don't know/can't recall	12	9	7	2	8	6	4	3	1	4	3	1	-	2	5	4	1	
	6%	6%	6%	6%	7%	7%	6%	6%	8%	7%	8%	5%	-	11%	6%	5%	4%	
NET: DIFFICULTIES CO- ORDINATING	112	95	72	23	80	57	40	31	9	40	26	14	10	13	55	46	15	
(1,2,3,9,14,16)	61%	65%	63%	72%	66%	63%	62%	60%	69%	70%	68%	74%	77%	68%	61%	60%	60%	
Mean number of mentions	1.2	1.2	1.3	1.1	1.2	1.3	1.3	1.3	1.1	1.1	1.2	1.1	1.2	1.0	1.3	1.3	1.4	
NET: TO ENSURE CONTINUITY OF SERVICE	48	39	34	5	33	28	18	16	2	15	12	3	2	3	24	22	6	
(4,5,6,15)	26%	27%	30%	16%	27%	31%	28%	31%	15%	26%	32%	16%	15%	16%	27%	29%	24%	
Mean number of mentions	1.6	1.6	1.7	1.4	1.8	1.8	1.8	1.9	1.0	1.7	1.7	1.7	1.5	1.3	1.6	1.7	1.0	
NET: TO GET A BETTER SERVICE/DEAL IMMEDIATELY	50	39	33	6	30	24	20	16	4	10	8	2	3	3	29	25	9	
(7,8,10,11,12,13)	27%	27%	29%	19%	25%	27%	31%	31%	31%	18%	21%	11%	23%	16%	32%	32%	36%	
Mean number of mentions	1.2	1.3	1.3	1.2	1.3	1.4	1.4	1.4	1.3	1.3	1.4	1.0	1.3	1.0	1.2	1.2	1.0	

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

QG7b Why did the contracts overlap?

Base : All switchers that had overlapping contracts AND did not want overlapping contracts

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	142	142	112	30	121	91	64	52	12	57	39	18	10	20	85	73	21
Weighted Base	142	142	112	30*	121	91*	64*	52*	12**	57*	39*	18**	10**	20**	85*	73*	21**
(1) I had already signed up with my new provider, and wasn't aware of the notice period with my previous provider	26 18%	26 18%	18 16%	8 27% d	19 16%	11 12%	7 11%	4 8%	3 25%	12 21%	7 18%	5 28%	3 30%	5 25%	14 16%	11 15%	7 33%
(8) To switch to a better service immediately	22 15%	22 15%	18 16%	4 13%	18 15%	14 15%	11 17%	8 15%	3 25%	7 12%	6 15%	1 6%	1 10%	3 15%	15 18%	12 16%	4 19%
(14) The previous service wasn't cancelled on the date requested	19 13%	19 13%	15 13%	4 13%	16 13%	12 13%	9 14%	9 17%	- -	7 12%	3 8%	4 22%	3 30%	1 5%	12 14%	12 16%	3 14%
(16) Previous service not cancelled correctly	19 13%	19 13%	15 13%	4 13%	18 15%	14 15%	8 13%	8 15%	- -	10 18%	6 15%	4 22%	1 10%	3 15%	9 11%	9 12%	1 5%
(3) The new provider gave me a date that was before the end of my previous contract	18 13%	18 13%	17 15%	1 3%	13 11%	12 13%	9 14%	8 15%	1 8%	4 7%	4 10%	- -	- -	1 5%	14 16%	13 18%	5 24%
(2) Due to the available engineer appointment dates	18 13%	18 13%	14 13%	4 13%	17 14%	13 14%	11 17%	8 15%	3 25%	6 11%	5 13%	1 6%	2 20%	2 10%	12 14%	9 12%	1 5%
(4) To ensure I always had a BROADBAND service(s) during the switch	15 11%	15 11%	14 13%	1 3%	15 12%	14 15%	4 6%	4 8%	- -	11 19% d	10 26% d g	1 6%	- -	1 5%	4 5%	4 5%	- -
(7) To sign up with my new provider before a deal ran out	13 9%	13 9%	13 12%	- -	10 8%	10 11%	7 11%	7 13% d	- -	3 5%	3 8%	- -	- -	- -	10 12%	10 14%	3 14%
(6) To ensure I always had a PHONE service(s) during the switch	10 7%	10 7%	9 8%	1 3%	10 8%	9 10%	2 3%	2 4%	- -	8 14% d	7 16% d g	1 6%	1 10%	- -	2 2%	2 3%	- -
(15) To ensure I kept my landline number	9 6%	9 6%	7 6%	2 7%	9 7%	7 8%	3 5%	2 4%	1 8%	6 11%	5 13%	1 6%	1 10%	1 5%	3 4%	2 3%	- -
(9) To switch on a particular date, that I wanted	9 6%	9 6%	5 4%	4 13%	8 7%	4 4%	4 6%	2 4%	2 17%	4 7%	2 5%	2 11%	1 10%	3 15%	5 6%	3 4%	1 5%
(12) To get faster broadband speed as soon as possible	6 4%	6 4%	6 5%	- -	6 5%	6 7%	3 5%	3 6%	- -	3 5%	3 8%	- -	- -	- -	3 4%	3 4%	- -
(5) To ensure I always had a PAY TV service(s) during the switch	3 2%	3 2%	3 3%	- -	1 1%	1 1%	1 2%	1 2%	- -	- -	- -	- -	- -	- -	3 4%	3 4%	2 10%
(13) To get inclusive calls as soon as possible	1 1%	1 1%	1 1%	- -	1 1%	1 1%	- -	- -	- -	1 2%	1 3%	- -	- -	- -	- -	- -	- -
(11) To get a channel in time to view a specific event	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(10) To get the channels I wanted as soon as possible	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

QG7b Why did the contracts overlap?

Base : All switchers that had overlapping contracts AND did not want overlapping contracts

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups															
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	142	142	112	30	121	91	64	52	12	57	39	18	10	20	85	73	21
Weighted Base	142	142	112	30*	121	91*	64*	52*	12**	57*	39*	18**	10**	20**	85*	73*	21**
(17) Other	12	12	8	4	11	7	7	4	3	4	3	1	2	2	8	5	1
	8%	8%	7%	13%	9%	8%	11%	8%	25%	7%	8%	6%	20%	10%	9%	7%	5%
Don't know/can't recall	9	9	8	1	8	7	4	4	-	4	3	1	-	1	5	5	1
	6%	6%	7%	3%	7%	8%	6%	8%	-	7%	8%	6%	-	5%	6%	7%	5%
NET: DIFFICULTIES CO- ORDINATING	89	89	67	22	77	55	40	32	8	37	23	14	8	14	52	44	12
(1,2,3,9,14,16)	63%	63%	60%	73%	64%	60%	63%	62%	67%	65%	59%	78%	80%	70%	61%	60%	57%
Mean number of mentions	1.2	1.2	1.3	1.1	1.2	1.2	1.2	1.2	1.1	1.2	1.2	1.1	1.3	1.1	1.3	1.3	1.5
NET: TO ENSURE CONTINUITY OF SERVICE	25	25	22	3	23	20	9	8	1	14	12	2	1	2	11	10	2
(4,5,6,15)	18%	18%	20%	10%	19%	22%	14%	15%	8%	25%	31% del	11%	10%	10%	13%	14%	10%
Mean number of mentions	1.5	1.5	1.5	1.3	1.5	1.5	1.1	1.1	1.0	1.8	1.8	1.5	2.0	1.0	1.1	1.1	1.0
NET: TO GET A BETTER SERVICE/DEAL IMMEDIATELY	35	35	31	4	28	24	17	14	3	11	10	1	1	3	24	21	7
(7,8,10,11,12,13)	25%	25%	28%	13%	23%	26%	27%	27%	25%	19%	26%	6%	10%	15%	28%	29%	33%
Mean number of mentions	1.2	1.2	1.2	1.0	1.3	1.3	1.2	1.3	1.0	1.3	1.3	1.0	1.0	1.0	1.2	1.2	1.0

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

QG7b Why did the contracts overlap?

Base : All switchers that had overlapping contracts AND did not want overlapping contracts

	Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	142	115	88	27	98	71	52	41	11	46	30	16	10	17	69	58	17	
Weighted Base	142	115	88*	27**	98*	71*	52*	41*	11**	46*	30*	16**	10**	17**	69*	58*	17**	
(1) I had already signed up with my new provider, and wasn't aware of the notice period with my previous provider	26 18%	24 21%	17 19%	7 26%	18 18%	11 15%	7 13%	4 10%	3 27%	11 24%	7 23%	4 25%	3 30%	4 24%	13 19%	10 17%	6 35%	
(8) To switch to a better service immediately	22 15%	18 16%	14 16%	4 15%	15 15%	11 15%	10 19%	7 17%	3 27%	5 11%	4 13%	1 6%	1 10%	3 18%	13 19%	10 17%	3 18%	
(14) The previous service wasn't cancelled on the date requested	19 13%	15 13%	11 13%	4 15%	12 12%	8 11%	6 12%	6 15%	- -	6 13%	2 7%	4 25%	3 30%	1 6%	9 13%	9 16%	3 18%	
(16) Previous service not cancelled correctly	19 13%	16 14%	13 15%	3 11%	15 15%	12 17%	7 13%	7 17%	- -	8 17%	5 17%	3 19%	1 10%	2 12%	8 12%	8 14%	1 6%	
(3) The new provider gave me a date that was before the end of my previous contract	18 13%	16 14%	15 17%	1 4%	11 11%	10 14%	7 13%	6 15%	1 9%	4 9%	4 13%	- -	- -	1 6%	12 17%	11 19%	5 29%	
(2) Due to the available engineer appointment dates	18 13%	15 13%	11 13%	4 15%	14 14%	10 14%	9 17%	6 15%	3 27%	5 11%	4 13%	1 6%	2 20%	2 12%	10 14%	7 12%	1 6%	
(4) To ensure I always had a BROADBAND service(s) during the switch	15 11%	12 10%	11 13%	1 4%	12 12%	11 15%	4 8%	4 10%	- -	8 17%	7 23%	1 6%	- -	1 6%	4 6%	4 7%	- -	
(7) To sign up with my new provider before a deal ran out	13 9%	10 9%	10 11%	- -	8 8%	8 11%	6 12%	6 15%	- -	2 4%	2 7%	- -	- -	- -	8 12%	8 14%	2 12%	
(6) To ensure I always had a PHONE service(s) during the switch	10 7%	7 6%	6 7%	1 4%	7 7%	6 8%	2 4%	2 5%	- -	5 11%	4 13%	1 6%	1 10%	- -	2 3%	2 3%	- -	
(15) To ensure I kept my landline number	9 6%	8 7%	6 7%	2 7%	8 8%	6 8%	3 6%	2 5%	1 9%	5 11%	4 13%	1 6%	1 10%	1 6%	3 4%	2 3%	- -	
(9) To switch on a particular date, that I wanted	9 6%	7 6%	4 5%	3 11%	6 6%	3 4%	3 6%	1 2%	2 18%	3 7%	2 7%	1 6%	1 10%	2 12%	4 6%	2 3%	1 6%	
(12) To get faster broadband speed as soon as possible	6 4%	6 5%	6 7%	- -	6 6%	6 8%	3 6%	3 7%	- -	3 7%	3 10%	- -	- -	- -	3 4%	3 5%	- -	
(5) To ensure I always had a PAY TV service(s) during the switch	3 2%	2 2%	2 2%	- -	1 1%	1 1%	1 2%	1 2%	- -	- -	- -	- -	- -	- -	2 3%	2 3%	1 6%	
(13) To get inclusive calls as soon as possible	1 1%	1 1%	1 1%	- -	1 1%	1 1%	- -	- -	- -	1 2%	1 3%	- -	- -	- -	- -	- -	- -	
(11) To get a channel in time to view a specific event	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
(10) To get the channels I wanted as soon as possible	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	

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

QG7b Why did the contracts overlap?

Base : All switchers that had overlapping contracts AND did not want overlapping contracts

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	142	115	88	27	98	71	52	41	11	46	30	16	10	17	69	58	17
Weighted Base	142	115	88*	27**	98*	71*	52*	41*	11**	46*	30*	16**	10**	17**	69*	58*	17**
(17) Other	12	9	6	3	8	5	5	3	2	3	2	1	2	1	6	4	1
	8%	8%	7%	11%	8%	7%	10%	7%	18%	7%	7%	6%	20%	6%	9%	7%	6%
Don't know/can't recall	9	8	7	1	7	6	3	3	-	4	3	1	-	1	4	4	1
	6%	7%	8%	4%	7%	8%	6%	7%	-	9%	10%	6%	-	6%	6%	7%	6%
NET: DIFFICULTIES CO- ORDINATING	89	75	55	20	64	44	32	24	8	32	20	12	8	12	43	35	11
(1,2,3,9,14,16)	63%	65%	63%	74%	65%	62%	62%	59%	73%	70%	67%	75%	80%	71%	62%	60%	65%
Mean number of mentions	1.2	1.2	1.3	1.1	1.2	1.2	1.2	1.3	1.1	1.2	1.2	1.1	1.3	1.0	1.3	1.3	1.5
NET: TO ENSURE CONTINUITY OF SERVICE	25	20	17	3	19	16	9	8	1	10	8	2	1	2	10	9	1
(4,5,6,15)	18%	17%	19%	11%	19%	23%	17%	20%	9%	22%	27%	13%	10%	12%	14%	16%	6%
Mean number of mentions	1.5	1.5	1.5	1.3	1.5	1.5	1.1	1.1	1.0	1.8	1.9	1.5	2.0	1.0	1.1	1.1	1.0
NET: TO GET A BETTER SERVICE/DEAL IMMEDIATELY	35	28	24	4	23	19	15	12	3	8	7	1	1	3	20	17	5
(7,8,10,11,12,13)	25%	24%	27%	15%	23%	27%	29%	29%	27%	17%	23%	6%	10%	18%	29%	29%	29%
Mean number of mentions	1.2	1.3	1.3	1.0	1.3	1.4	1.3	1.3	1.0	1.4	1.4	1.0	1.0	1.0	1.2	1.2	1.0

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

QG7c Why did the contracts overlap?

Base : All switchers that had overlapping contracts (up to and including a month or DK)

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	160	160	129	31	130	99	71	58	13	59	41	18	11	20	101	88	30
Weighted Base	160	160	129	31*	130	99*	71*	58*	13**	59*	41*	18**	11**	20**	101	88*	30*
(4) To ensure I always had a BROADBAND service(s) during the switch	30 19%	30 19%	27 21%	3 10%	30 23%	27 27% cc	13 18%	13 22%	-	17 29% cc	14 34% ac	3 17%	-	3 15%	13 13% up	13 15% up	-
(2) Due to the available engineer appointment dates	24 15%	24 15%	20 16%	4 13%	23 18%	19 19%	14 20%	11 19%	3 23%	9 15%	8 20%	1 6%	2 18%	2 10%	15 15%	12 14%	1 3%
(3) The new provider gave me a date that was before the end of my previous contract	23 14%	23 14%	21 16%	2 6%	18 14%	16 16%	13 18%	11 19%	2 15%	5 8%	5 12%	-	1 9%	1 5%	18 18%	16 18%	5 17%
(1) I had already signed up with my new provider, and wasn't aware of the notice period with my previous provider	23 14%	23 14%	16 12%	7 23% q	17 13%	10 10%	7 10%	4 7%	3 23%	10 17%	6 15%	4 22%	3 27%	4 20%	13 13%	10 11%	6 20%
(8) To switch to a better service immediately	23 14%	23 14%	17 13%	6 19%	18 14%	12 12%	10 14%	6 10%	4 31%	8 14%	6 15%	2 11%	3 27%	3 15%	15 15%	11 13%	5 17%
(6) To ensure I always had a PHONE service(s) during the switch	20 13%	20 13%	17 13%	3 10%	20 15%	17 17%	9 13%	9 16%	-	11 19%	8 20%	3 17%	1 9%	2 10%	9 9%	9 10%	-
(16) Previous service not cancelled correctly	18 11%	18 11%	14 11%	4 13%	15 12%	11 11%	6 8%	6 10%	-	9 15%	5 12%	4 22%	1 9%	3 15%	9 9%	9 10%	3 10%
(5) To ensure I always had a PAY TV service(s) during the switch	16 10%	16 10% ij	15 12% ij	1 3%	8 6%	7 7% ij	8 11% ij	7 12% ij	1 8%	-	-	-	1 9%	-	16 16%	15 17%	8 27%
(14) The previous service wasn't cancelled on the date requested	15 9%	15 9%	13 10%	2 6%	13 10%	11 11%	8 11%	8 14%	-	5 8%	3 7%	2 11%	2 18%	-	10 10%	10 11%	2 7%
(9) To switch on a particular date, that I wanted	15 9%	15 9%	9 7%	6 19% ab	14 11%	8 8%	7 10%	5 9%	2 15%	7 12%	3 7%	4 22%	1 9%	5 25%	8 8%	6 7%	1 3%
(7) To sign up with my new provider before a deal ran out	14 9%	14 9%	13 10%	1 3%	9 7%	8 8%	6 8%	5 9%	1 8%	3 5%	3 7%	-	1 9%	-	11 11%	10 11%	5 17%
(15) To ensure I kept my landline number	12 8%	12 8%	10 8%	2 6%	12 9%	10 10%	6 8%	5 9%	1 8%	6 10%	5 12%	1 6%	1 9%	1 5%	6 6%	5 6%	-
(12) To get faster broadband speed as soon as possible	7 4%	7 4%	6 5%	1 3%	7 5%	6 6%	3 4%	3 5%	-	4 7%	3 7%	1 6%	-	1 5%	3 3%	3 3%	-
(10) To get the channels I wanted as soon as possible	3 2%	3 2%	3 2%	-	2 2%	2 2%	2 3%	2 3%	-	-	-	-	-	-	3 3%	3 3%	1 3%
(13) To get inclusive calls as soon as possible	2 1%	2 1%	2 2%	-	2 2%	2 2%	1 1%	1 2%	-	1 2%	1 2%	-	-	-	1 1%	1 1%	-
(11) To get a channel in time to view a specific event	1 1%	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 1%	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
 * small base; ** very small base (under 30) ineligible for sig testing

QG7c Why did the contracts overlap?

Base : All switchers that had overlapping contracts (up to and including a month or DK)

	Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups																
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
Unweighted Base	160	160	129	31	130	99	71	58	13	59	41	18	11	20	101	88	30	
Weighted Base	160	160	129	31*	130	99*	71*	58*	13**	59*	41*	18**	11**	20**	101	88*	30*	
(17) Other	9	9	7	2	8	6	7	5	2	1	1	-	1	1	8	6	1	
	6%	6%	5%	6%	6%	6%	10%	9%	15%	2%	2%	-	9%	5%	8%	7%	3%	
Don't know/can't recall	10	10	8	2	8	6	5	4	1	3	2	1	-	2	7	6	2	
	6%	6%	6%	6%	6%	6%	7%	7%	8%	5%	5%	6%	-	10%	7%	7%	7%	
NET: DIFFICULTIES CO- ORDINATING	98	98	75	23	84	61	44	35	9	40	26	14	9	14	58	49	14	
(1,2,3,9,14,16)	61%	61%	58%	74%	65%	62%	62%	60%	69%	68%	63%	78%	82%	70%	57%	56%	47%	
Mean number of mentions	1.2	1.2	1.2	1.1	1.2	1.2	1.3	1.3	1.1	1.1	1.2	1.1	1.1	1.1	1.3	1.3	1.3	
NET: TO ENSURE CONTINUITY OF SERVICE	48	48	42	6	40	34	20	18	2	20	16	4	2	4	28	26	8	
(4,5,6,15)	30%	30%	33%	19%	31%	34%	28%	31%	15%	34%	39%	22%	18%	20%	28%	30%	27%	
Mean number of mentions	1.6	1.6	1.6	1.5	1.8	1.8	1.8	1.9	1.0	1.7	1.7	1.8	1.5	1.5	1.6	1.6	1.0	
NET: TO GET A BETTER SERVICE/DEAL IMMEDIATELY	44	44	37	7	32	25	19	15	4	13	10	3	3	4	31	27	12	
(7,8,10,11,12,13)	28%	28%	29%	23%	25%	25%	27%	26%	31%	22%	24%	17%	27%	20%	31%	31%	40%	
Mean number of mentions	1.1	1.1	1.1	1.1	1.2	1.2	1.2	1.1	1.3	1.2	1.3	1.0	1.3	1.0	1.1	1.1	1.0	

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

QG7c Why did the contracts overlap?

Base : All switchers that had overlapping contracts (up to and including a month or DK)

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT V (n)	Triple CPS & SAPT V CPS (o)	SAPT V CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	160	126	98	28	102	74	54	41	13	48	33	15	11	17	78	65	24
Weighted Base	160	126	98*	28**	102	74*	54*	41*	13**	48*	33*	15**	11**	17**	78*	65*	24**
(4) To ensure I always had a BROADBAND service(s) during the switch	30 19%	25 20%	23 23%	2 7%	25 25%	23 31%	12 22%	12 29%	-	13 27%	11 33%	2 13%	-	2 12%	12 15%	12 18%	-
(2) Due to the available engineer appointment dates	24 15%	20 16%	16 16%	4 14%	19 19%	15 20%	11 20%	8 20%	3 23%	8 17%	7 21%	1 7%	2 18%	2 12%	12 15%	9 14%	1 4%
(3) The new provider gave me a date that was before the end of my previous contract	23 14%	21 17%	19 19%	2 7%	16 16%	14 19%	11 20%	9 22%	2 15%	5 10%	5 15%	-	1 9%	1 6%	16 21%	14 22%	5 21%
(1) I had already signed up with my new provider, and wasn't aware of the notice period with my previous provider	23 14%	21 17%	15 15%	6 21%	15 15%	9 12%	6 11%	3 7%	3 23%	9 19%	6 18%	3 20%	3 27%	3 18%	12 15%	9 14%	6 25%
(8) To switch to a better service immediately	23 14%	18 14%	12 12%	6 21%	15 15%	9 12%	9 17%	5 12%	4 31%	6 13%	4 12%	2 13%	3 27%	3 18%	12 15%	8 12%	3 13%
(6) To ensure I always had a PHONE service(s) during the switch	20 13%	16 13%	14 14%	2 7%	16 16%	14 19%	9 17%	9 22%	-	7 15%	5 15%	2 13%	1 9%	1 6%	9 12%	9 14%	-
(16) Previous service not cancelled correctly	18 11%	15 12%	12 12%	3 11%	12 12%	9 12%	5 9%	5 12%	-	7 15%	4 12%	3 20%	1 9%	2 12%	8 10%	8 12%	3 13%
(5) To ensure I always had a PAY TV service(s) during the switch	16 10%	13 10%	12 12%	1 4%	7 7%	6 8%	7 13%	6 15%	1 8%	-	-	-	1 9%	-	13 17%	12 18%	6 25%
(14) The previous service wasn't cancelled on the date requested	15 9%	12 10%	10 10%	2 7%	10 10%	8 11%	6 11%	6 15%	-	4 8%	2 6%	2 13%	2 18%	-	8 10%	8 12%	2 8%
(9) To switch on a particular date, that I wanted	15 9%	12 10%	8 8%	4 14%	11 11%	7 9%	6 11%	4 10%	2 15%	5 10%	3 9%	2 13%	1 9%	3 18%	7 9%	5 8%	1 4%
(7) To sign up with my new provider before a deal ran out	14 9%	11 9%	10 10%	1 4%	7 7%	6 8%	5 9%	4 10%	1 8%	2 4%	2 6%	-	1 9%	-	9 12%	8 12%	4 17%
(15) To ensure I kept my landline number	12 8%	10 8%	8 8%	2 7%	10 10%	8 11%	5 9%	4 10%	1 8%	5 10%	4 12%	1 7%	1 9%	1 6%	5 6%	4 6%	-
(12) To get faster broadband speed as soon as possible	7 4%	6 5%	6 6%	-	6 6%	6 8%	3 6%	3 7%	-	3 6%	3 9%	-	-	-	3 4%	3 5%	-
(10) To get the channels I wanted as soon as possible	3 2%	2 2%	2 2%	-	1 1%	1 1%	1 2%	1 2%	-	-	-	-	-	-	2 3%	2 3%	1 4%
(13) To get inclusive calls as soon as possible	2 1%	1 1%	1 1%	-	1 1%	1 1%	-	-	-	1 2%	1 3%	-	-	-	-	-	-
(11) To get a channel in time to view a specific event	1 1%	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 2%	1 4%

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

QG7c Why did the contracts overlap?

Base : All switchers that had overlapping contracts (up to and including a month or DK)

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	160	126	98	28	102	74	54	41	13	48	33	15	11	17	78	65	24
Weighted Base	160	126	98*	28**	102	74*	54*	41*	13**	48*	33*	15**	11**	17**	78*	65*	24**
(17) Other	9	7	5	2	6	4	5	3	2	1	1	-	1	1	6	4	1
	6%	6%	5%	7%	6%	5%	9%	7%	15%	2%	3%	-	9%	6%	8%	6%	4%
Don't know/can't recall	10	7	5	2	6	4	3	2	1	3	2	1	-	2	4	3	1
	6%	6%	5%	7%	6%	5%	6%	5%	8%	6%	6%	7%	-	12%	5%	5%	4%
NET: DIFFICULTIES CO- ORDINATING	98	83	63	20	69	49	35	26	9	34	23	11	9	11	49	40	14
(1,2,3,9,14,16)	61%	66%	64%	71%	68%	66%	65%	63%	69%	71%	70%	73%	82%	65%	63%	62%	58%
Mean number of mentions	1.2	1.2	1.3	1.0	1.2	1.3	1.3	1.3	1.1	1.1	1.2	1.0	1.1	1.0	1.3	1.3	1.3
NET: TO ENSURE CONTINUITY OF SERVICE	48	39	34	5	33	28	18	16	2	15	12	3	2	3	24	22	6
(4,5,6,15)	30%	31%	35%	18%	32%	38%	33%	39%	15%	31%	36%	20%	18%	18%	31%	34%	25%
Mean number of mentions	1.6	1.6	1.7	1.4	1.8	1.8	1.8	1.9	1.0	1.7	1.7	1.7	1.5	1.3	1.6	1.7	1.0
NET: TO GET A BETTER SERVICE/DEAL IMMEDIATELY	44	33	27	6	24	18	15	11	4	9	7	2	3	3	24	20	9
(7,8,10,11,12,13)	28%	26%	28%	21%	24%	24%	28%	27%	31%	19%	21%	13%	27%	18%	31%	31%	38%
Mean number of mentions	1.1	1.2	1.2	1.2	1.3	1.3	1.2	1.2	1.3	1.3	1.4	1.0	1.3	1.0	1.1	1.1	1.0

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

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Table 407

QG7d Why did the contracts overlap?

Base : All switchers that had overlapping contracts AND did not want overlapping contracts (up to and including a month or DK)

	Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	118	118	93	25	99	74	51	40	11	48	34	14	8	17	70	59	19	
Weighted Base	118	118	93*	25**	99*	74*	51*	40*	11**	48*	34*	14**	8**	17**	70*	59*	19**	
(1) I had already signed up with my new provider, and wasn't aware of the notice period with my previous provider	19	19	13	6	14	8	5	2	3	9	6	3	2	4	10	7	5	
	16%	16%	14%	24%	14%	11%	10%	5%	27%	19%	18%	21%	25%	24%	14%	12%	26%	
(8) To switch to a better service immediately	19	19	15	4	15	11	8	5	3	7	6	1	1	3	12	9	4	
	16%	16%	16%	16%	15%	15%	16%	13%	27%	15%	18%	7%	13%	18%	17%	15%	21%	
(3) The new provider gave me a date that was before the end of my previous contract	17	17	16	1	13	12	9	8	1	4	4	-	-	1	13	12	4	
	14%	14%	17%	4%	13%	16%	18%	20%	9%	8%	12%	-	-	6%	19%	20%	21%	
(2) Due to the available engineer appointment dates	17	17	13	4	16	12	10	7	3	6	5	1	2	2	11	8	1	
	14%	14%	14%	16%	16%	16%	20%	18%	27%	13%	15%	7%	25%	12%	16%	14%	5%	
(16) Previous service not cancelled correctly	16	16	12	4	15	11	6	6	-	9	5	4	1	3	7	7	1	
	14%	14%	13%	16%	15%	15%	12%	15%	-	19%	15%	29%	13%	18%	10%	12%	5%	
(4) To ensure I always had a BROADBAND service(s) during the switch	15	15	14	1	15	14	4	4	-	11	10	1	-	1	4	4	-	
	13%	13%	15%	4%	15%	19%	8%	10%	-	23% d	29% d g	7%	-	6%	6%	7%	-	
(14) The previous service wasn't cancelled on the date requested	14	14	12	2	12	10	7	7	-	5	3	2	2	-	9	9	2	
	12%	12%	13%	8%	12%	14%	14%	18%	-	10%	9%	14%	25%	-	13%	15%	11%	
(7) To sign up with my new provider before a deal ran out	10	10	10	-	7	7	4	4	-	3	3	-	-	-	7	7	3	
	8%	8%	11%	-	7%	9%	8%	10%	-	6%	9%	-	-	-	10%	12%	16%	
(6) To ensure I always had a PHONE service(s) during the switch	10	10	9	1	10	9	2	2	-	8	7	1	1	-	2	2	-	
	8%	8%	10%	4%	10%	12%	4%	5%	-	17% d	21% d g	7%	13%	-	3%	3%	-	
(15) To ensure I kept my landline number	9	9	7	2	9	7	3	2	1	6	5	1	1	1	3	2	-	
	8%	8%	8%	8%	9%	9%	6%	5%	9%	13%	15%	7%	13%	6%	4%	3%	-	
(9) To switch on a particular date, that I wanted	9	9	5	4	8	4	4	2	2	4	2	2	1	3	5	3	1	
	8%	8%	5%	16%	8%	5%	8%	5%	18%	8%	6%	14%	13%	18%	7%	5%	5%	
(12) To get faster broadband speed as soon as possible	3	3	3	-	3	3	-	-	-	3	3	-	-	-	-	-	-	
	3%	3%	3%	-	3%	4%	-	-	-	6%	9% d	-	-	-	-	-	-	
(5) To ensure I always had a PAY TV service(s) during the switch	3	3	3	-	1	1	1	1	-	-	-	-	-	-	3	3	2	
	3%	3%	3%	-	1%	1%	2%	3%	-	-	-	-	-	-	4%	5%	11%	
(13) To get inclusive calls as soon as possible	1	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-	
	1%	1%	1%	-	1%	1%	-	-	-	2%	3%	-	-	-	-	-	-	
(11) To get a channel in time to view a specific event	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
(10) To get the channels I wanted as soon as possible	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QG7d Why did the contracts overlap?

Base : All switchers that had overlapping contracts AND did not want overlapping contracts (up to and including a month or DK)

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	118	118	93	25	99	74	51	40	11	48	34	14	8	17	70	59	19
Weighted Base	118	118	93*	25**	99*	74*	51*	40*	11**	48*	34*	14**	8**	17**	70*	59*	19**
(17) Other	6	6	4	2	5	3	4	2	2	1	1	-	1	1	5	3	1
	5%	5%	4%	8%	5%	4%	8%	5%	18%	2%	3%	-	13%	6%	7%	5%	5%
Don't know/can't recall	7	7	6	1	6	5	3	3	-	3	2	1	-	1	4	4	1
	6%	6%	6%	4%	6%	7%	6%	8%	-	6%	6%	7%	-	6%	6%	7%	5%
NET: DIFFICULTIES CO- ORDINATING	76	76	57	19	66	47	34	26	8	32	21	11	7	12	44	36	10
(1,2,3,9,14,16)	64%	64%	61%	76%	67%	64%	67%	65%	73%	67%	62%	79%	88%	71%	63%	61%	53%
Mean number of mentions	1.2	1.2	1.2	1.1	1.2	1.2	1.2	1.2	1.1	1.2	1.2	1.1	1.1	1.1	1.3	1.3	1.4
NET: TO ENSURE CONTINUITY OF SERVICE	25	25	22	3	23	20	9	8	1	14	12	2	1	2	11	10	2
(4,5,6,15)	21%	21%	24%	12%	23%	27%	18%	20%	9%	29%	35%	14%	13%	12%	16%	17%	11%
Mean number of mentions	1.5	1.5	1.5	1.3	1.5	1.5	1.1	1.1	1.0	1.8	1.8	1.5	2.0	1.0	1.1	1.1	1.0
NET: TO GET A BETTER SERVICE/DEAL IMMEDIATELY	30	30	26	4	23	19	12	9	3	11	10	1	1	3	19	16	7
(7,8,10,11,12,13)	25%	25%	28%	16%	23%	26%	24%	23%	27%	23%	29%	7%	13%	18%	27%	27%	37%
Mean number of mentions	1.1	1.1	1.1	1.0	1.1	1.2	1.0	1.0	1.0	1.3	1.3	1.0	1.0	1.0	1.0	1.0	1.0

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

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Table 408

QG7d Why did the contracts overlap?

Base : All switchers that had overlapping contracts AND did not want overlapping contracts (up to and including a month or DK)

	Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	118	95	72	23	79	56	41	30	11	38	26	12	8	15	57	46	16	
Weighted Base	118	95*	72*	23**	79*	56*	41*	30*	11**	38*	26**	12**	8**	15**	57*	46*	16**	
(1) I had already signed up with my new provider, and wasn't aware of the notice period with my previous provider	19	18	13	5	13	8	5	2	3	8	6	2	2	3	10	7	5	
	16%	19%	18%	22%	16%	14%	12%	7%	27%	21%	23%	17%	25%	20%	18%	15%	31%	
(8) To switch to a better service immediately	19	15	11	4	12	8	7	4	3	5	4	1	1	3	10	7	3	
	16%	16%	15%	17%	15%	14%	17%	13%	27%	13%	15%	8%	13%	20%	18%	15%	19%	
(3) The new provider gave me a date that was before the end of my previous contract	17	15	14	1	11	10	7	6	1	4	4	-	-	1	11	10	4	
	14%	16%	19%	4%	14%	18%	17%	20%	9%	11%	15%	-	-	7%	19%	22%	25%	
(2) Due to the available engineer appointment dates	17	14	10	4	13	9	8	5	3	5	4	1	2	2	9	6	1	
	14%	15%	14%	17%	16%	16%	20%	17%	27%	13%	15%	8%	25%	13%	16%	13%	6%	
(16) Previous service not cancelled correctly	16	13	10	3	12	9	5	5	-	7	4	3	1	2	6	6	1	
	14%	14%	14%	13%	15%	16%	12%	17%	-	18%	15%	25%	13%	13%	11%	13%	6%	
(4) To ensure I always had a BROADBAND service(s) during the switch	15	12	11	1	12	11	4	4	-	8	7	1	-	1	4	4	-	
	13%	13%	15%	4%	15%	20%	10%	13%	-	21%	27%	8%	-	7%	7%	9%	-	
(14) The previous service wasn't cancelled on the date requested	14	11	9	2	9	7	5	5	-	4	2	2	2	-	7	7	2	
	12%	12%	13%	9%	11%	13%	12%	17%	-	11%	8%	17%	25%	-	12%	15%	13%	
(7) To sign up with my new provider before a deal ran out	10	7	7	-	5	5	3	3	-	2	2	-	-	-	5	5	2	
	8%	7%	10%	-	6%	9%	7%	10%	-	5%	8%	-	-	-	9%	11%	13%	
(6) To ensure I always had a PHONE service(s) during the switch	10	7	6	1	7	6	2	2	-	5	4	1	1	-	2	2	-	
	8%	7%	8%	4%	9%	11%	5%	7%	-	13%	15%	8%	13%	-	4%	4%	-	
(15) To ensure I kept my landline number	9	8	6	2	8	6	3	2	1	5	4	1	1	1	3	2	-	
	8%	8%	8%	9%	10%	11%	7%	7%	9%	13%	15%	8%	13%	7%	5%	4%	-	
(9) To switch on a particular date, that I wanted	9	7	4	3	6	3	3	1	2	3	2	1	1	2	4	2	1	
	8%	7%	6%	13%	8%	5%	7%	3%	18%	8%	8%	8%	13%	13%	7%	4%	6%	
(12) To get faster broadband speed as soon as possible	3	3	3	-	3	3	-	-	-	3	3	-	-	-	-	-	-	
	3%	3%	4%	-	4%	5%	-	-	-	8%	12%	-	-	-	-	-	-	
(5) To ensure I always had a PAY TV service(s) during the switch	3	2	2	-	1	1	1	1	-	-	-	-	-	-	2	2	1	
	3%	2%	3%	-	1%	2%	2%	3%	-	-	-	-	-	-	4%	4%	6%	
(13) To get inclusive calls as soon as possible	1	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-	
	1%	1%	1%	-	1%	2%	-	-	-	3%	4%	-	-	-	-	-	-	
(11) To get a channel in time to view a specific event	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
(10) To get the channels I wanted as soon as possible	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QG7d Why did the contracts overlap?

Base : All switchers that had overlapping contracts AND did not want overlapping contracts (up to and including a month or DK)

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple CPS & SAPTV CPS		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	118	95	72	23	79	56	41	30	11	38	26	12	8	15	57	46	16
Weighted Base	118	95*	72*	23**	79*	56*	41*	30*	11**	38*	26**	12**	8**	15**	57*	46*	16**
(17) Other	6	5	3	2	4	2	3	1	2	1	1	-	1	1	4	2	1
	5%	5%	4%	9%	5%	4%	7%	3%	18%	3%	4%	-	13%	7%	7%	4%	6%
Don't know/can't recall	7	6	5	1	5	4	2	2	-	3	2	1	-	1	3	3	1
	6%	6%	7%	4%	6%	7%	5%	7%	-	8%	8%	8%	-	7%	5%	7%	6%
NET: DIFFICULTIES CO- ORDINATING	76	64	47	17	54	37	27	19	8	27	18	9	7	10	37	29	10
(1,2,3,9,14,16)	64%	67%	65%	74%	68%	66%	66%	63%	73%	71%	69%	75%	88%	67%	65%	63%	63%
Mean number of mentions	1.2	1.2	1.3	1.1	1.2	1.2	1.2	1.3	1.1	1.1	1.2	1.0	1.1	1.0	1.3	1.3	1.4
NET: TO ENSURE CONTINUITY OF SERVICE	25	20	17	3	19	16	9	8	1	10	8	2	1	2	10	9	1
(4,5,6,15)	21%	21%	24%	13%	24%	29%	22%	27%	9%	26%	31%	17%	13%	13%	18%	20%	6%
Mean number of mentions	1.5	1.5	1.5	1.3	1.5	1.5	1.1	1.1	1.0	1.8	1.9	1.5	2.0	1.0	1.1	1.1	1.0
NET: TO GET A BETTER SERVICE/DEAL IMMEDIATELY	30	23	19	4	18	14	10	7	3	8	7	1	1	3	15	12	5
(7,8,10,11,12,13)	25%	24%	26%	17%	23%	25%	24%	23%	27%	21%	27%	8%	13%	20%	26%	26%	31%
Mean number of mentions	1.1	1.1	1.2	1.0	1.2	1.2	1.0	1.0	1.0	1.4	1.4	1.0	1.0	1.0	1.0	1.0	1.0

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

QG8: When you switched, did you experience any period of time without any of your services?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Yes	252	252	144	108	225	117	89	57	32	136	60	76	45	63	116	84	27
	22%	22%	21%	24%	23%	22%	20%	19%	21%	26% ^{lbf}	27% ^{lf}	26%	31% ^{lm}	20%	19%	18%	17%
NET: Yes and wanted a break	23	23	17	6	13	7	6	3	3	7	4	3	2	4	16	13	10
	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	3%	3%	6% ^{no}
NET: Yes and did not want a break	213	213	118	95	198	103	79	52	27	119	51	68	42	53	94	67	15
	19%	19%	17%	21%	20%	20%	17%	17%	18%	23% ^{lbf}	23%	23% ^{lb}	29% ^{lm}	17%	15%	15%	9%
NET: Yes did not know whether wanted a break	16	16	9	7	14	7	4	2	2	10	5	5	1	6	6	4	2
	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	2%	1%	2%	1%	1%	1%
No	819	819	499	320	695	375	339	225	114	356	150	206	90	230	463	349	124
	72%	72%	73%	71%	71%	72%	75% ^{lbf}	75% ^{lf}	74%	68%	67%	69%	63%	75% ^{lm}	76%	76%	78%
Don't know/can't recall	61	61	38	23	54	31	26	18	8	28	13	15	8	15	33	25	7
	5%	5%	6%	5%	6%	6%	6%	6%	5%	5%	6%	5%	6%	5%	5%	5%	4%

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

QG8: When you switched, did you experience any period of time without any of your services?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Yes	252	183	102	81	167	86	68	44	24	99	42	57	31	50	84	60	16
	22%	24%	22%	26%	25%	25%	23%	23%	22%	28%	27%	28%	34%	23%	21%	20%	15%
NET: Yes and wanted a break	23	17	13	4	11	7	4	3	1	7	4	3	2	2	10	9	6
	2%	2%	3%	1%	2%	2%	1%	2%	1%	2%	3%	1%	2%	1%	2%	3%	6%
NET: Yes and did not want a break	213	153	82	71	144	73	60	39	21	84	34	50	28	43	69	48	9
	19%	20%	18%	23%	22%	21%	20%	20%	19%	24%	22%	25% ^b	30% ^{lm}	20%	17% ^{op}	16%	8%
NET: Yes did not know whether wanted a break	16	13	7	6	12	6	4	2	2	8	4	4	1	5	5	3	1
	1%	2%	2%	2%	2%	2%	1%	1%	2%	2%	3%	2%	1%	2%	1%	1%	1%
No	819	538	321	217	453	236	215	135	80	238	101	137	57	160	300	220	85
	72%	71%	71%	70%	69%	68%	71%	70%	74%	67%	66%	68%	62%	74% ^{lm}	74%	73%	79%
Don't know/can't recall	61	42	31	11	36	25	18	14	4	18	11	7	4	7	24	20	6
	5%	6%	7%	4%	5%	7% ^{ac}	6%	7%	4%	5%	7%	3%	4%	3%	6%	7%	6%

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

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Table 411

QG9 Which service or services did you lose for a period of time?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
TOTAL Fixed broadband	189	189	94	95	189	94	68	45	23	121	49	72	40	55	68	45	-	
17%	17%	14%	21%abfg	19%bf	18%b	15%	15%	15%	23%abefgh	22%bfg	24%abefgh	28%cm	18%	11%p	10%p	-	-	
TOTAL Fixed landline	140	140	79	61	140	79	55	36	19	85	43	42	26	35	55	36	-	
12%	12%	12%	14%	14%	15%	12%	12%	12%	16%ab	19%abfg	14%	18%cm	11%	9%p	8%p	-	-	
Total Pay TV	77	77	55	22	50	28	50	28	22	-	-	-	8	14	77	55	27	
7%	7%	5%	8%cdijk	5%ijk	5%ijk	5%ijk	11%acdeijk	9%cdijk	14%abcdeijk	-	-	-	6%	5%	13%	12%	17%	
No definite loss	880	880	537	343	749	406	365	243	122	384	163	221	98	245	496	374	131	
78%	78%	79%j	76%	77%	78%	80%ij	81%ij	79%	74%	73%	74%	69%	80%j	81%	82%	83%	83%	
NET: ANY FLL or FBB or PAY TV	252	252	144	108	225	117	89	57	32	136	60	76	45	63	116	84	27	
22%	22%	21%	24%	23%	22%	20%	19%	21%	26%bfg	27%fg	26%	31%cm	20%	19%	18%	17%	-	
NET: TOTAL FLL Unwanted	117	117	67	50	117	67	47	32	15	70	35	35	24	26	47	32	-	
10%	10%	10%	11%	12%	13%	10%	11%	10%	10%	13%	16%abf	12%	17%cm	8%	8%p	7%p	-	
NET: TOTAL FBB Unwanted	167	167	82	85	167	82	60	40	20	107	42	65	37	48	60	40	-	
15%	15%	12%	19%abfg	17%b	16%	13%	13%	13%	21%abefgh	19%b	22%abefgh	26%cm	16%	10%p	9%p	-	-	
NET: TOTAL PTV Unwanted	57	57	39	18	42	24	42	24	18	-	-	-	7	11	57	39	15	
5%	5%	6%ijk	4%ijk	4%ijk	5%ijk	9%abcdeijk	8%acdeijk	12%abcdeijk	-	-	-	5%	4%	9%	9%	9%	9%	
NET: TOTAL Any Unwanted	213	213	118	95	198	103	79	52	27	119	51	68	42	53	94	67	15	
19%	19%	17%	21%	20%	20%	17%	17%	18%	23%bf	23%b	29%cm	17%	15%	15%	15%	9%	9%	
NET: FLL 1 day - 6 weeks or DK	113	113	63	50	113	63	45	28	17	68	35	33	20	30	45	28	-	
10%	10%	9%	11%	12%	12%	10%	9%	11%	13%b	16%abfg	11%	14%	10%	7%p	6%p	-	-	
NET: FBB 1 day - 6 weeks or DK	153	153	80	73	153	80	58	38	20	95	42	53	31	42	58	38	-	
14%	14%	12%	16%b	16%b	15%	13%	13%	13%	18%abfg	19%abf	18%b	22%cm	14%	9%p	8%p	-	-	
NET: PTV 1 day - 6 weeks or DK	70	70	50	20	43	23	43	23	20	-	-	-	6	14	70	50	27	
6%	6%ijk	7%cdijk	4%ijk	4%ijk	4%ijk	9%acdeijk	8%deijk	13%abcdeijk	-	-	-	4%	5%	11%	11%	17%o	-	
NET: ANY 1 day - 6 weeks or DK	213	213	127	86	186	100	76	48	28	110	52	58	35	51	103	75	27	
19%	19%	19%	19%	19%	19%	17%	16%	18%	21%	23%fg	20%	24%cm	17%	17%	16%	17%	17%	
NET: FLL 1 day - 6 weeks or DK Unwanted	100	100	57	43	100	57	40	26	14	60	31	29	20	23	40	26	-	
9%	9%	8%	10%	10%	11%	9%	9%	9%	12%	14%abf	10%	14%cm	7%	7%p	6%p	-	-	
NET: FBB 1 day - 6 weeks or DK Unwanted	141	141	73	68	141	73	53	35	18	88	38	50	31	37	53	35	-	
12%	12%	11%	15%b	14%b	14%	12%	12%	12%	17%abfg	17%b	17%abf	22%cm	12%	9%p	8%p	-	-	
NET: PTV 1 day - 6 weeks or DK Unwanted	53	53	36	17	38	21	38	21	17	-	-	-	6	11	53	36	15	
5%	5%ijk	5%ijk	4%ijk	4%ijk	4%ijk	8%abcdeijk	7%cdijk	11%abcdeijk	-	-	-	4%	4%	9%	9%	8%	9%	
NET: ANY 1 day - 6 weeks or DK Unwanted	185	185	107	78	170	92	69	45	24	101	47	54	35	43	84	60	15	
16%	16%	16%	17%	17%	18%	15%	15%	16%	19%	21%	18%	24%cm	14%	14%	13%	9%	9%	
NET: FLL Up to 6 weeks or DK	137	137	76	61	137	76	53	34	19	84	42	42	26	35	53	34	-	
12%	12%	11%	14%	14%	15%	12%	11%	12%	16%abf	19%abfg	14%	18%cm	11%	9%p	7%p	-	-	
NET: FBB Up to 6 weeks or DK	184	184	92	92	184	92	66	43	23	118	49	69	39	53	66	43	-	
16%	16%	14%	20%bfg	19%bf	18%	15%	14%	15%	23%abefgh	22%abfg	23%abfgh	27%cm	17%	11%p	9%p	-	-	
NET: PTV Up to 6 weeks or DK	75	75	53	22	48	26	48	26	22	-	-	-	8	14	75	53	27	
7%	7%ijk	8%cdijk	5%ijk	5%ijk	5%ijk	9%ijk	11%acdeijk	9%acdeijk	14%abcdeijk	-	-	-	6%	5%	12%	12%	17%	
NET: ANY Up to 6 weeks or DK	247	247	141	106	220	114	87	55	32	133	59	74	44	62	114	82	27	
22%	22%	21%	24%	23%	22%	19%	18%	21%	26%bfg	26%fg	25%	31%cm	20%	19%	18%	17%	17%	

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

Prepared by BDRIC Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QG9 Which service or services did you lose for a period of time?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
NET: FLL Up to 6 weeks or DK Unwanted	116 10%	116 10%	66 10%	50 11%	116 12%	66 13%	47 10%	32 11%	15 10%	69 13%	34 15%ab	35 12%	24 17%am	26 8%	47 8% ^p	32 7% ^p	-
NET: FBB Up to 6 weeks or DK Unwanted	165 15%	165 15%	82 12%	83 18% ^{bf}	165 17% ^b	82 16%	60 13%	40 13%	20 13%	105 20%abfgh	42 19% ^b	63 21%abeigh	37 26% ^{am}	46 15%	60 10% ^p	40 9% ^p	-
NET: PTV Up to 6 weeks or DK Unwanted	57 5%	57 5%	39 6% ^{ijk}	18 4% ^{ijk}	42 4% ^{ijk}	24 5% ^{ijk}	42 9%abcdeijk	24 8%acdeijk	18 12%abcdeijk	-	-	-	7 5%	11 4%	57 9%	39 9%	15 9%
NET: ANY Up to 6 weeks or DK Unwanted	211 19%	211 19%	117 17%	94 21%	196 20%	102 20%	79 17%	52 17%	27 18%	117 23% ^{bf}	50 22%	67 23% ^b	42 29% ^{am}	52 17%	94 15%	67 15%	15 9%

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

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QG9 Which service or services did you lose for a period of time?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple CPS & SAPT CPS		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS no cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
TOTAL Fixed broadband	189	138	66	72	138	66	52	33	19	86	33	53	27	45	52	33	-
17%		18%	15%	23% b	21% b	19%	17%	17%	18%	24% a f	21% b	26% a e f g	29%	21%	13% p	11% p	-
TOTAL Fixed landline	140	106	60	46	106	60	44	30	14	62	30	32	18	28	44	30	-
12%		14%	13%	15%	16%	17%	15%	16%	13%	17%	19%	16%	20%	13%	11% p	10% p	-
Total Pay TV	77	53	37	16	37	21	37	21	16	-	-	-	6	10	53	37	16
7%		7% j k	8% j k	5% j k	6% j k	6% j k	12% a c d e j k	11% c d e j k	15% a b d e j k	-	-	-	7%	5%	13%	12%	15%
No definite loss	880	580	352	228	489	261	233	149	84	256	112	144	61	167	324	240	91
78%		76%	78%	74%	75%	75%	77%	77%	78%	72%	73%	72%	66%	77%	79%	80%	85%
NET: ANY FLL or FBB or PAY TV	252	183	102	81	167	86	68	44	24	99	42	57	31	50	84	60	16
22%		24%	22%	26%	25%	25%	23%	23%	22%	28%	27%	28%	34%	23%	21%	20%	15%
NET: TOTAL FLL Unwanted	117	86	48	38	86	48	38	26	12	48	22	26	16	22	38	26	-
10%		11%	11%	12%	13%	14%	13%	13%	11%	14%	14%	13%	17%	10%	9% p	9% p	-
NET: TOTAL FBB Unwanted	167	119	55	64	119	55	45	28	17	74	27	47	24	40	45	28	-
15%		16%	12%	21% a b	18% b	16%	15%	15%	16%	21% a b	18%	23% a e f g	26%	18%	11% p	9% p	-
NET: TOTAL PTV Unwanted	57	39	26	13	30	17	30	17	13	-	-	-	5	8	39	26	9
5%		5% j k	6% j k	4% j k	5% j k	5% j k	10% a b c d e j k	9% c d j k	12% a b d e j k	-	-	-	5%	4%	10%	9%	8%
NET: TOTAL Any Unwanted	213	153	82	71	144	73	60	39	21	84	34	50	28	43	69	48	9
19%		20%	18%	23%	22%	21%	20%	20%	19%	24%	22%	25% b	30% a m	20%	17% p	16%	8%
NET: FLL 1 day - 6 weeks or DK	113	82	47	35	82	47	36	24	12	46	23	23	12	23	36	24	-
10%		11%	10%	11%	13%	14%	12%	12%	11%	13%	15%	11%	13%	11%	9% p	8% p	-
NET: FBB 1 day - 6 weeks or DK	153	105	53	52	105	53	43	27	16	62	26	36	19	33	43	27	-
14%		14%	12%	17% b	16% b	15%	14%	14%	15%	17% b	17%	18% b	21%	15%	11% p	9% p	-
NET: PTV 1 day - 6 weeks or DK	70	48	33	15	32	17	32	17	15	-	-	-	5	10	48	33	16
6%		6% j k	7% j k	5% j k	5% j k	5% j k	11% a c d e j k	9% d j k	14% a b d e j k	-	-	-	5%	5%	12%	11%	15%
NET: ANY 1 day - 6 weeks or DK	213	150	88	62	134	72	58	37	21	76	35	41	23	39	74	53	16
19%		20%	19%	20%	20%	21%	19%	19%	19%	21%	23%	20%	25%	18%	18%	18%	15%
NET: FLL 1 day - 6 weeks or DK Unwanted	100	72	41	31	72	41	33	22	11	39	19	20	12	19	33	22	-
9%		9%	9%	10%	11%	12%	11%	11%	10%	11%	12%	10%	13%	9%	8% p	7% p	-
NET: FBB 1 day - 6 weeks or DK Unwanted	141	96	47	49	96	47	39	24	15	57	23	34	19	30	39	24	-
12%		13%	10%	16% b	15% b	14%	13%	12%	14%	16% b	15%	17% b	21%	14%	10% p	8% p	-
NET: PTV 1 day - 6 weeks or DK Unwanted	53	37	24	13	28	15	28	15	13	-	-	-	5	8	37	24	9
5%		5% j k	5% j k	4% j k	4% j k	4% j k	9% a b c d e j k	8% d j k	12% a b c d e j k	-	-	-	5%	4%	9%	8%	8%
NET: ANY 1 day - 6 weeks or DK Unwanted	185	131	74	57	122	65	53	34	19	69	31	38	23	34	62	43	9
16%		17%	16%	18%	19%	19%	18%	18%	18%	19%	20%	19%	25%	16%	15%	14%	8%
NET: FLL Up to 6 weeks or DK	137	104	58	46	104	58	42	28	14	62	30	32	18	28	42	28	-
12%		14%	13%	15%	16%	17%	14%	15%	13%	17%	19% b	16%	20%	13%	10% p	9% p	-
NET: FBB Up to 6 weeks or DK	184	133	64	69	133	64	50	31	19	83	33	50	26	43	50	31	-
16%		17%	14%	22% b	20% b	18%	17%	16%	18%	23% a b f g	21% b	25% a b f g	28%	20%	12% p	10% p	-
NET: PTV Up to 6 weeks or DK	75	51	35	16	35	19	35	19	16	-	-	-	6	10	51	35	16
7%		7% j k	8% j k	5% j k	5% j k	5% j k	12% a c d e j k	10% c d j k	15% a b d e j k	-	-	-	7%	5%	13%	12%	15%
NET: ANY Up to 6 weeks or DK	247	179	100	79	163	84	66	42	24	97	42	55	30	49	82	58	16
22%		23%	22%	26%	25%	24%	22%	22%	22%	27%	27%	27%	33%	23%	20%	19%	15%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
* small base

Prepared by BDRIC Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QG9 Which service or services did you lose for a period of time?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
NET: FLL Up to 6 weeks or DK Unwanted	116 10%	86 11%	48 11%	38 12%	86 13%	48 14%	38 13%	26 13%	12 11%	48 14%	22 14%	26 13%	16 17%	22 10%	38 9% ^p	26 9% ^p	-
NET: FBB Up to 6 weeks or DK Unwanted	165 15%	117 15%	55 12%	62 20% ^b	117 18% ^b	55 16%	45 15%	28 15%	17 16%	72 20% ^{ab}	27 18%	45 22% ^{abfg}	24 26%	38 18%	45 11% ^p	28 9% ^p	-
NET: PTV Up to 6 weeks or DK Unwanted	57 5%	39 5% ^{ijkl}	26 6% ^{ijkl}	13 4% ^{ijk}	30 5% ^{ijk}	17 5% ^{ijk}	30 10% ^{abcdeijk}	17 9% ^{cdijk}	13 12% ^{abcdeijk}	-	-	-	5 5%	8 4%	39 10%	26 9%	9 8%
NET: ANY Up to 6 weeks or DK Unwanted	211 19%	152 20%	82 18%	70 23%	143 22%	73 21%	60 20%	39 20%	21 19%	83 23%	34 22%	49 24%	28 30% ^{lm}	42 19%	69 17% ^p	48 16%	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
 * small base

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Table 413

QG10ca: Fixed landline - How long were you without a service?

Base : All switchers that had a period without this service

		Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
			Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)		
Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)									
Unweighted Base		140	140	79	61	140	79	55	36	19	85	43	42	26	35	55	36	-	
Weighted Base		140	140	79*	61*	140	79*	55*	36*	19**	85*	43*	42*	26**	35*	55*	36*	-**	
Up to half a day	(0.25)	24	24	13	11	24	13	8	6	2	16	7	9	6	5	8	6	-	
		17%	17%	16%	18%	17%	16%	15%	17%	11%	19%	16%	21%	23%	14%	15%	17%	-	
1 day	(1)	16	16	7	9	16	7	6	3	3	10	4	6	3	6	6	3	-	
		11%	11%	9%	15%	11%	9%	11%	8%	16%	12%	9%	14%	12%	17%	11%	8%	-	
2-3 days	(2.5)	25	25	12	13	25	12	9	4	5	16	8	8	6	7	9	4	-	
		18%	18%	15%	21%	18%	15%	16%	11%	26%	19%	19%	19%	23%	20%	16%	11%	-	
4-7 days	(5.5)	33	33	20	13	33	20	13	9	4	20	11	9	4	9	13	9	-	
		24%	24%	25%	21%	24%	25%	24%	25%	21%	24%	26%	21%	15%	26%	24%	25%	-	
1-2 weeks	(10.5)	25	25	13	12	25	13	13	9	4	12	4	8	6	6	13	9	-	
		18%	18%	16%	20%	18%	16%	24%	25%	21%	14%	9%	19%	23%	17%	24%	25%	-	
3-4 weeks	(24.5)	8	8	7	1	8	7	4	3	1	4	4	-	-	1	4	3	-	
		6%	6%	9%	2%	6%	9%	7%	8%	5%	5%	9% k	-	-	3%	7%	8%	-	
5-6 weeks	(38.5)	5	5	3	2	5	3	-	-	-	5	3	2	1	1	-	-	-	
		4%	4%	4%	3%	4%	4%	-	-	-	6%	7%	5%	4%	3%	-	-	-	
8 weeks	(56)	1	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-	
		1%	1%	1%	-	1%	1%	-	-	-	1%	2%	-	-	-	-	-	-	
4 months	(121.6)	1	1	1	-	1	1	1	1	-	-	-	-	-	-	1	1	-	
		1%	1%	1%	-	1%	1%	2%	3%	-	-	-	-	-	-	2%	3%	-	
4 yrs	(1460)	1	1	1	-	1	1	1	1	-	-	-	-	-	-	1	1	-	
		1%	1%	1%	-	1%	1%	2%	3%	-	-	-	-	-	-	2%	3%	-	
Don't know/don't recall		1	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-	
		1%	1%	1%	-	1%	1%	-	-	-	1%	2%	-	-	-	-	-	-	
NET: 1 week or less		98	98	52	46	98	52	36	22	14	62	30	32	19	27	36	22	-	
		70%	70%	66%	75%	70%	66%	65%	61%	74%	73%	70%	76%	73%	77%	65%	61%	-	
NET: 1-4 weeks		33	33	20	13	33	20	17	12	5	16	8	8	6	7	17	12	-	
		24%	24%	25%	21%	24%	25%	31%	33%	26%	19%	19%	19%	23%	20%	31%	33%	-	
NET: A month or less		131	131	72	59	131	72	53	34	19	78	38	40	25	34	53	34	-	
		94%	94%	91%	97%	94%	91%	96%	94%	100%	92%	88%	95%	96%	97%	96%	94%	-	
NET: Up to 6 weeks		136	136	75	61	136	75	53	34	19	83	41	42	26	35	53	34	-	
		97%	97%	95%	100%	97%	95%	96%	94%	100%	98%	95%	100%	100%	100%	96%	94%	-	
NET: 1-6 weeks		112	112	62	50	112	62	45	28	17	67	34	33	20	30	45	28	-	
		80%	80%	78%	82%	80%	78%	82%	78%	89%	79%	79%	79%	77%	86%	82%	78%	-	
Mean		18.38	18.38	28.35	5.63	18.38	28.35	34.87	50.38	5.50	7.58	9.47	5.68	5.50	5.72	34.87	50.38	-	
Standard Deviation		123.91	123.91	165.05	7.57	123.91	165.05	196.44	242.49	5.88	11.07	13.11	8.29	7.80	7.52	196.44	242.49	-	
Standard Error		10.51	10.51	18.69	0.97	10.51	18.69	26.49	40.42	1.35	1.21	2.02	1.28	1.53	1.27	26.49	40.42	-	

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

QG10ca: Fixed landline - How long were you without a service?

Base : All switchers that had a period without this service

		Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
			Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
			Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)						Dual ORS (k)
Unweighted Base		140	106	60	46	106	60	44	30	14	62	30	32	18	28	44	30	-
Weighted Base		140	106	60*	46*	106	60*	44*	30*	14**	62*	30*	32*	18**	28**	44*	30*	-**
Up to half a day	(0.25)	24	22	11	11	22	11	6	4	2	16	7	9	6	5	6	4	-
		17%	21%	18%	24%	21%	18%	14%	13%	14%	26%	23%	28%	33%	18%	14%	13%	-
1 day	(1)	16	11	5	6	11	5	4	2	2	7	3	4	1	5	4	2	-
		11%	10%	8%	13%	10%	8%	9%	7%	14%	11%	10%	13%	6%	18%	9%	7%	-
2-3 days	(2.5)	25	18	8	10	18	8	7	3	4	11	5	6	4	6	7	3	-
		18%	17%	13%	22%	17%	13%	16%	10%	29%	18%	17%	19%	22%	21%	16%	10%	-
4-7 days	(5.5)	33	22	12	10	22	12	10	7	3	12	5	7	3	7	10	7	-
		24%	21%	20%	22%	21%	20%	23%	23%	21%	19%	17%	22%	17%	25%	23%	23%	-
1-2 weeks	(10.5)	25	19	12	7	19	12	12	9	3	7	3	4	3	4	12	9	-
		18%	18%	20%	15%	18%	20%	27% ^d	30% ^d	21%	11%	10%	13%	17%	14%	27%	30%	-
3-4 weeks	(24.5)	8	7	7	-	7	7	3	3	-	4	4	-	-	-	3	3	-
		6%	7%	12% ^{ck}	-	7%	12% ^{ck}	7%	10% ^{ck}	-	6%	13% ^{ck}	-	-	-	7%	10%	-
5-6 weeks	(38.5)	5	4	2	2	4	2	-	-	-	4	2	2	1	1	-	-	-
		4%	4%	3%	4%	4%	3%	-	-	-	6%	7%	6%	6%	4%	-	-	-
8 weeks	(56)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4 months	(121.6)	1	1	1	-	1	1	1	1	-	-	-	-	-	-	1	1	-
		1%	1%	2%	-	1%	2%	2%	3%	-	-	-	-	-	-	2%	3%	-
4 yrs	(1460)	1	1	1	-	1	1	1	1	-	-	-	-	-	-	1	1	-
		1%	1%	2%	-	1%	2%	2%	3%	-	-	-	-	-	-	2%	3%	-
Don't know/don't recall		1	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-
		1%	1%	2%	-	1%	2%	-	-	-	2%	3%	-	-	-	-	-	-
NET: 1 week or less		98	73	36	37	73	36	27	16	11	46	20	26	14	23	27	16	-
		70%	69%	60%	80% ^{beg}	69%	60%	61%	53%	79%	74% ^d	67%	81% ^{beg}	78%	82%	61%	53%	-
NET: 1-4 weeks		33	26	19	7	26	19	15	12	3	11	7	4	3	4	15	12	-
		24%	25%	32% ^{ck}	15%	25%	32% ^{ck}	34% ^{ck}	40% ^{ckik}	21%	18%	23%	13%	17%	14%	34%	40%	-
NET: A month or less		131	99	55	44	99	55	42	28	14	57	27	30	17	27	42	28	-
		94%	93%	92%	96%	93%	92%	95%	93%	100%	92%	90%	94%	94%	96%	95%	93%	-
NET: Up to 6 weeks		136	103	57	46	103	57	42	28	14	61	29	32	18	28	42	28	-
		97%	97%	95%	100%	97%	95%	95%	93%	100%	98%	97%	100%	100%	100%	95%	93%	-
NET: 1-6 weeks		112	81	46	35	81	46	36	24	12	45	22	23	12	23	36	24	-
		80%	76%	77%	76%	76%	77%	82%	80%	86%	73%	73%	72%	67%	82%	82%	80%	-
Mean		18.38	21.80	34.74	5.20	21.80	34.74	42.25	59.95	4.32	7.05	8.66	5.59	5.50	5.01	42.25	59.95	-
Standard Deviation		123.91	142.42	189.56	7.98	142.42	189.56	219.48	265.33	3.79	10.42	11.50	9.26	9.03	7.39	219.48	265.33	-
Standard Error		10.51	13.90	24.68	1.18	13.90	24.68	33.09	48.44	1.01	1.33	2.14	1.64	2.13	1.40	33.09	48.44	-

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

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Table 415

QG10cb: Fixed broadband - How long were you without a service?

Base : All switchers that had a period without this service

		Total	LAST 2 YEAR SWITCHERS										Cancel		PAY TV			
			Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
			Total SPTV (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)						Dual ORS (k)
Unweighted Base		189	189	94	95	189	94	68	45	23	121	49	72	40	55	68	45	-
Weighted Base		189	189	94*	95*	189	94*	68*	45*	23**	121	49*	72*	40*	55*	68*	45*	..
Up to half a day	(0.25)	31	31	12	19	31	12	8	5	3	23	7	16	8	11	8	5	-
		16%	16%	13%	20%	16%	13%	12%	11%	13%	19%	14%	22%	20%	20%	12%	11%	-
1 day	(1)	27	27	12	15	27	12	7	6	1	20	6	14	5	10	7	6	-
		14%	14%	13%	16%	14%	13%	10%	13%	4%	17%	12%	19%	13%	18%	10%	13%	-
2-3 days	(2.5)	42	42	18	24	42	18	15	9	6	27	9	18	11	13	15	9	-
		22%	22%	19%	25%	22%	19%	22%	20%	26%	22%	18%	25%	28%	24%	22%	20%	-
4-7 days	(5.5)	32	32	19	13	32	19	16	10	6	16	9	7	5	8	16	10	-
		17%	17%	20%	14%	17%	20%	24% uk	22%	26%	13%	18%	10%	13%	15%	24%	22%	-
1-2 weeks	(10.5)	23	23	11	12	23	11	11	7	4	12	4	8	6	6	11	7	-
		12%	12%	12%	13%	12%	12%	16%	16%	17%	10%	8%	11%	15%	11%	16%	16%	-
3-4 weeks	(24.5)	18	18	12	6	18	12	7	4	3	11	8	3	2	4	7	4	-
		10%	10%	13%	6%	10%	13%	10%	9%	13%	9%	16% uk	4%	5%	7%	10%	9%	-
5-6 weeks	(38.5)	7	7	5	2	7	5	1	1	-	6	4	2	1	1	1	1	-
		4%	4%	5%	2%	4%	5%	1%	2%	-	5%	8%	3%	3%	2%	1%	2%	-
6 weeks	(42)	1	1	-	-	1	1	1	1	-	-	-	-	-	-	1	1	-
		1%	1%	1%	-	1%	1%	1%	2%	-	-	-	-	-	-	1%	2%	-
8 weeks	(56)	1	1	-	1	1	-	-	-	-	1	-	1	-	1	-	-	-
		1%	1%	-	1%	1%	-	-	-	-	1%	-	1%	-	2%	-	-	-
2 months	(60.8)	2	2	-	2	2	-	-	-	-	2	-	2	1	1	-	-	-
		1%	1%	-	2%	1%	-	-	-	-	2%	-	3%	3%	2%	-	-	-
4 months	(121.6)	1	1	1	-	1	1	1	1	-	-	-	-	-	-	1	1	-
		1%	1%	1%	-	1%	1%	1%	2%	-	-	-	-	-	-	1%	2%	-
4 yrs	(1460)	1	1	1	-	1	1	1	1	-	-	-	-	-	-	1	1	-
		1%	1%	1%	-	1%	1%	1%	2%	-	-	-	-	-	-	1%	2%	-
Don't know/don't recall		3	3	2	1	3	2	-	-	-	3	2	1	1	-	-	-	-
		2%	2%	2%	1%	2%	2%	-	-	-	2%	4%	1%	3%	-	-	-	-
NET: 1 week or less		132	132	61	71	132	61	46	30	16	86	31	55	29	42	46	30	-
		70%	70%	65%	75%	70%	65%	68%	67%	70%	71%	63%	76%	73%	76%	68%	67%	-
NET: 1-4 weeks		41	41	23	18	41	23	18	11	7	23	12	11	8	10	18	11	-
		22%	22%	24%	19%	22%	24%	26%	24%	30%	19%	24%	15%	20%	18%	26%	24%	-
NET: A month or less		173	173	84	89	173	84	64	41	23	109	43	66	37	52	64	41	-
		92%	92%	89%	94%	92%	89%	94%	91%	100%	90%	88%	92%	93%	95%	94%	91%	-
NET: Up to 6 weeks		181	181	90	91	181	90	66	43	23	115	47	68	38	53	66	43	-
		96%	96%	96%	96%	96%	96%	97%	96%	100%	95%	96%	94%	95%	96%	97%	96%	-
NET: 1-6 weeks		150	150	78	72	150	78	58	38	20	92	40	52	30	42	58	38	-
		79%	79%	83%	76%	79%	83%	85%	84%	87%	76%	82%	72%	75%	76%	85%	84%	-
Mean		16.50	16.50	25.98	7.22	16.50	25.98	30.64	42.63	7.18	8.35	10.04	7.23	7.01	7.37	30.64	42.63	-
Standard Deviation		107.38	107.38	152.00	12.30	107.38	152.00	176.69	216.97	7.61	13.01	12.13	13.52	11.87	12.71	176.69	216.97	-
Standard Error		7.87	7.87	15.85	1.27	7.87	15.85	21.43	32.34	1.59	1.20	1.77	1.60	1.90	1.71	21.43	32.34	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
 * small base; ** very small base (under 30) intelligible for sig testing

QG10cb: Fixed broadband - How long were you without a service?

Base : All switchers that had a period without this service

		LAST 12 MONTH SWITCHERS																	
		Switcher Sample groups											Cancel		PAY TV				
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)		
Unweighted Base		189	138	66	72	138	66	52	33	19	86	33	53	27	45	52	33	-	
Weighted Base		189	138	66*	72*	138	66*	52*	33*	19**	86*	33*	53*	27**	45*	52*	33*	-**	
Up to half a day	(0.25)	31	28	11	17	28	11	7	4	3	21	7	14	7	10	7	4	-	
		16%	20%	17%	24%	20%	17%	13%	12%	16%	24%	21%	26%	26%	22%	13%	12%	-	
1 day	(1)	27	21	9	12	21	9	6	5	1	15	4	11	3	9	6	5	-	
		14%	15%	14%	17%	15%	14%	12%	15%	5%	17%	12%	21%	11%	20%	12%	15%	-	
2-3 days	(2.5)	42	28	11	17	28	11	10	5	5	18	6	12	7	10	10	5	-	
		22%	20%	17%	24%	20%	17%	19%	15%	26%	21%	18%	23%	26%	22%	19%	15%	-	
4-7 days	(5.5)	32	19	9	10	19	9	12	6	7	3	4	3	7	12	6	-	-	
		17%	14%	14%	14%	14%	14%	23% ^{ck}	18%	32%	8%	9%	8%	11%	16%	23%	18%	-	
1-2 weeks	(10.5)	23	17	10	7	17	10	10	7	3	7	3	4	3	4	10	7	-	
		12%	12%	15%	10%	12%	15%	19%	21%	16%	8%	9%	8%	11%	9%	19%	21%	-	
3-4 weeks	(24.5)	18	14	10	4	14	10	4	3	1	10	7	3	2	2	4	3	-	
		10%	10%	15%	6%	10%	15%	8%	9%	5%	12%	21% ^{ck}	6%	7%	4%	8%	9%	-	
5-6 weeks	(38.5)	7	5	3	2	5	3	1	1	-	4	2	2	1	1	1	1	-	
		4%	4%	5%	3%	4%	5%	2%	3%	-	5%	6%	4%	4%	2%	2%	3%	-	
6 weeks	(42)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
8 weeks	(56)	1	1	-	1	1	-	-	-	1	-	1	-	1	-	-	-	-	
		1%	1%	-	1%	1%	-	-	-	1%	-	2%	-	2%	-	-	-	-	
2 months	(60.8)	2	2	-	2	-	-	-	-	2	-	2	1	1	-	-	-	-	
		1%	1%	-	3%	1%	-	-	-	2%	-	4%	4%	2%	-	-	-	-	
4 months	(121.6)	1	1	1	-	1	1	1	1	-	-	-	-	-	1	1	-	-	
		1%	1%	2%	-	1%	2%	3%	-	-	-	-	-	-	2%	3%	-	-	
4 yrs	(1460)	1	1	1	-	1	1	1	1	-	-	-	-	-	1	1	1	-	
		1%	1%	2%	-	1%	2%	3%	-	-	-	-	-	-	2%	3%	-	-	
Don't know/don't recall		3	1	1	-	1	1	-	-	1	1	-	-	-	-	-	-	-	
		2%	1%	2%	-	1%	2%	-	-	1%	3%	-	-	-	-	-	-	-	
NET: 1 week or less		132	96	40	56	96	40	35	20	15	61	20	41	20	36	35	20	-	
		70%	70%	61%	79% ^{be}	70%	61%	67%	61%	79%	71%	61%	77%	74%	80%	67%	61%	-	
NET: 1-4 weeks		41	31	20	11	31	20	14	10	4	17	10	7	5	6	14	10	-	
		22%	22%	30% ^{ck}	15%	22%	30% ^{ck}	27%	30%	21%	20%	30%	13%	19%	13%	27%	30%	-	
NET: A month or less		173	127	60	67	127	60	49	30	19	78	30	48	25	42	49	30	-	
		92%	92%	91%	93%	92%	91%	94%	91%	100%	91%	91%	91%	93%	93%	94%	91%	-	
NET: Up to 6 weeks		181	132	63	69	132	63	50	31	19	82	32	50	26	43	50	31	-	
		96%	96%	95%	96%	96%	95%	96%	94%	100%	95%	97%	94%	96%	96%	96%	94%	-	
NET: 1-6 weeks		150	104	52	52	104	52	43	27	16	61	25	36	19	33	43	27	-	
		79%	75%	79%	72%	75%	79%	83%	82%	84%	71%	76%	68%	70%	73%	83%	82%	-	
Mean		16.50	19.53	32.86	7.50	19.53	32.86	36.96	55.11	5.43	8.87	9.91	8.24	8.09	7.14	36.96	55.11	-	
Standard Deviation		107.38	124.94	180.63	13.55	124.94	180.63	201.99	253.13	5.70	14.18	12.03	15.41	13.98	13.44	201.99	253.13	-	
Standard Error		7.87	10.67	22.40	1.60	10.67	22.40	28.01	44.06	1.31	1.54	2.13	2.12	2.69	2.00	28.01	44.06	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
 * small base; ** very small base (under 30) intelligible for sig testing

QG10cc: Pay TV - How long were you without a service?

Base : All switchers that had a period without this service and answered this question

		Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
			Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)		
Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)									
Unweighted Base		50	28	22	50	28	50	28	22	-	-	-	8	14	50	28	-		
Weighted Base		50*	28**	22**	50*	28**	50*	28**	22**	-**	-**	-**	8**	14**	50*	28**	-**		
Up to half a day	(0.25)	5	3	2	5	3	5	3	2	-	-	-	2	-	5	3	-		
		10%	11%	9%	10%	11%	10%	11%	9%	-	-	-	25%	-	10%	11%	-		
1 day	(1)	4	2	2	4	2	4	2	2	-	-	-	1	1	4	2	-		
		8%	7%	9%	8%	7%	8%	7%	9%	-	-	-	13%	7%	8%	7%	-		
2-3 days	(2.5)	10	6	4	10	6	10	6	4	-	-	-	1	3	10	6	-		
		20%	21%	18%	20%	21%	20%	21%	18%	-	-	-	13%	21%	20%	21%	-		
4-7 days	(5.5)	13	6	7	13	6	13	6	7	-	-	-	-	7	13	6	-		
		26%	21%	32%	26%	21%	26%	21%	32%	-	-	-	-	50%	26%	21%	-		
1-2 weeks	(10.5)	10	6	4	10	6	10	6	4	-	-	-	3	1	10	6	-		
		20%	21%	18%	20%	21%	20%	21%	18%	-	-	-	38%	7%	20%	21%	-		
3-4 weeks	(24.5)	5	3	2	5	3	5	3	2	-	-	-	1	1	5	3	-		
		10%	11%	9%	10%	11%	10%	11%	9%	-	-	-	13%	7%	10%	11%	-		
5-6 weeks	(38.5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
4 months	(121.6)	1	1	-	1	1	1	1	-	-	-	-	-	-	1	1	-		
		2%	4%	-	2%	4%	2%	4%	-	-	-	-	-	-	2%	4%	-		
4 yrs	(1460)	1	1	-	1	1	1	1	-	-	-	-	-	-	1	1	-		
		2%	4%	-	2%	4%	2%	4%	-	-	-	-	-	-	2%	4%	-		
Don't know/don't recall		1	-	1	1	-	1	-	1	-	-	-	-	1	1	-	-		
		2%	-	5%	2%	-	2%	-	5%	-	-	-	-	7%	2%	-	-		
NET: 1 week or less		32	17	15	32	17	32	17	15	-	-	-	4	11	32	17	-		
		64%	61%	68%	64%	61%	64%	61%	68%	-	-	-	50%	79%	64%	61%	-		
NET: 1-4 weeks		15	9	6	15	9	15	9	6	-	-	-	4	2	15	9	-		
		30%	32%	27%	30%	32%	30%	32%	27%	-	-	-	50%	14%	30%	32%	-		
NET: A month or less		47	26	21	47	26	47	26	21	-	-	-	8	13	47	26	-		
		94%	93%	95%	94%	93%	94%	93%	95%	-	-	-	100%	93%	94%	93%	-		
NET: Up to 6 weeks		47	26	21	47	26	47	26	21	-	-	-	8	13	47	26	-		
		94%	93%	95%	94%	93%	94%	93%	95%	-	-	-	100%	93%	94%	93%	-		
NET: 1-6 weeks		42	23	19	42	23	42	23	19	-	-	-	6	13	42	23	-		
		84%	82%	86%	84%	82%	84%	82%	86%	-	-	-	75%	93%	84%	82%	-		
Mean		39.00	63.17	6.76	39.00	63.17	39.00	63.17	6.76	-	-	-	7.50	6.31	39.00	63.17	-		
Standard Deviation		207.99	274.69	6.78	207.99	274.69	207.99	274.69	6.78	-	-	-	8.35	5.95	207.99	274.69	-		
Standard Error		29.71	51.91	1.48	29.71	51.91	29.71	51.91	1.48	-	-	-	2.95	1.65	29.71	51.91	-		

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

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Table 418

QG10cc: Pay TV - How long were you without a service?

Base : All switchers that had a period without this service and answered this question

		Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
			Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
			Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base		50	37	21	16	37	21	37	21	16	-	-	-	6	10	37	21	-
Weighted Base		50*	37*	21**	16**	37*	21**	37*	21**	16**	6**	10**	37*	21**	..
Up to half a day	(0.25)	5	3	2	1	3	2	3	2	1	-	-	-	1	-	3	2	-
		10%	8%	10%	6%	8%	10%	8%	10%	6%	-	-	-	17%	-	8%	10%	-
1 day	(1)	4	3	1	2	3	1	3	1	2	-	-	-	1	1	3	1	-
		8%	8%	5%	13%	8%	5%	8%	5%	13%	-	-	-	17%	10%	8%	5%	-
2-3 days	(2.5)	10	6	3	3	6	3	6	3	3	-	-	-	1	2	6	3	-
		20%	16%	14%	19%	16%	14%	16%	14%	19%	-	-	-	17%	20%	16%	14%	-
4-7 days	(5.5)	13	9	4	5	9	4	9	4	5	-	-	-	-	5	9	4	-
		26%	24%	19%	31%	24%	19%	24%	19%	31%	-	-	-	-	50%	24%	19%	-
1-2 weeks	(10.5)	10	9	6	3	9	6	9	6	3	-	-	-	2	1	9	6	-
		20%	24%	29%	19%	24%	29%	24%	19%	29%	-	-	-	33%	10%	24%	29%	-
3-4 weeks	(24.5)	5	4	3	1	4	3	4	3	1	-	-	-	1	-	4	3	-
		10%	11%	14%	6%	11%	14%	11%	14%	6%	-	-	-	17%	-	11%	14%	-
5-6 weeks	(38.5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4 months	(121.6)	1	1	1	-	1	1	1	1	-	-	-	-	-	-	1	1	-
		2%	3%	5%	-	3%	5%	3%	5%	-	-	-	-	-	-	3%	5%	-
4 yrs	(1460)	1	1	1	-	1	1	1	1	-	-	-	-	-	-	1	1	-
		2%	3%	5%	-	3%	5%	3%	5%	-	-	-	-	-	-	3%	5%	-
Don't know/don't recall		1	1	-	1	1	-	1	-	1	-	-	-	-	1	1	-	-
		2%	3%	-	6%	3%	-	3%	-	6%	-	-	-	-	10%	3%	-	-
NET: 1 week or less		32	21	10	11	21	10	21	10	11	-	-	-	3	8	21	10	-
		64%	57%	48%	69%	57%	48%	57%	48%	69%	-	-	-	50%	80%	57%	48%	-
NET: 1-4 weeks		15	13	9	4	13	9	13	9	4	-	-	-	3	1	13	9	-
		30%	35%	43%	25%	35%	43%	35%	43%	25%	-	-	-	50%	10%	35%	43%	-
NET: A month or less		47	34	19	15	34	19	34	19	15	-	-	-	6	9	34	19	-
		94%	92%	90%	94%	92%	90%	92%	90%	94%	-	-	-	100%	90%	92%	90%	-
NET: Up to 6 weeks		47	34	19	15	34	19	34	19	15	-	-	-	6	9	34	19	-
		94%	92%	90%	94%	92%	90%	92%	90%	94%	-	-	-	100%	90%	92%	90%	-
NET: 1-6 weeks		42	31	17	14	31	17	31	17	14	-	-	-	5	9	31	17	-
		84%	84%	81%	88%	84%	81%	84%	81%	88%	-	-	-	83%	90%	84%	81%	-
Mean		39.00	51.18	83.29	6.22	51.18	83.29	51.18	83.29	6.22	-	-	-	8.21	4.89	51.18	83.29	-
Standard Deviation		207.99	242.36	316.49	6.11	242.36	316.49	242.36	316.49	6.11	-	-	-	9.21	2.74	242.36	316.49	-
Standard Error		29.71	40.39	69.06	1.58	40.39	69.06	40.39	69.06	1.58	-	-	-	3.76	0.91	40.39	69.06	-

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

QG10cd: Fixed landline - How long were you without a service?

Base : All switchers that had a period without this service and did not want a break in service

		Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
			Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
			Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base		117	117	67	50	117	67	47	32	15	70	35	35	24	26	47	32	-
Weighted Base		117	117	67*	50*	117	67*	47*	32*	15**	70*	35*	35*	24**	26**	47*	32*	-**
Up to half a day	(0.25)	16	16	9	7	16	9	7	6	1	9	3	6	4	3	7	6	-
		14%	14%	13%	14%	14%	13%	15%	19%	7%	13%	9%	17%	17%	12%	15%	19%	-
1 day	(1)	14	14	7	7	14	7	5	3	2	9	4	5	3	4	5	3	-
		12%	12%	10%	14%	12%	10%	11%	9%	13%	13%	11%	14%	13%	15%	11%	9%	-
2-3 days	(2.5)	22	22	11	11	22	11	7	3	4	15	8	7	6	5	7	3	-
		19%	19%	16%	22%	19%	16%	15%	9%	27%	21%	23%	20%	25%	19%	15%	9%	-
4-7 days	(5.5)	32	32	19	13	32	19	13	9	4	19	10	9	4	9	13	9	-
		27%	27%	28%	26%	27%	28%	28%	28%	27%	27%	29%	26%	17%	35%	28%	28%	-
1-2 weeks	(10.5)	22	22	12	10	22	12	13	9	4	9	3	6	6	4	13	9	-
		19%	19%	18%	20%	19%	18%	28% ^u	28% ^u	27%	13%	9%	17%	25%	15%	28%	28%	-
3-4 weeks	(24.5)	5	5	5	-	5	5	2	2	-	3	3	-	-	-	2	2	-
		4%	4%	7%	-	4%	7%	4%	6%	-	4%	9% ^{uc}	-	-	-	4%	6%	-
5-6 weeks	(38.5)	5	5	3	2	5	3	-	-	-	5	3	2	1	1	-	-	-
		4%	4%	4%	4%	4%	4%	-	-	-	7%	9% ^u	6%	4%	4%	-	-	-
8 weeks	(56)	1	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-
		1%	1%	1%	-	1%	1%	-	-	-	1%	3%	-	-	-	-	-	-
Don't know/don't recall		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 1 week or less		84	94	46	38	84	46	32	21	11	52	25	27	17	21	32	21	-
		72%	72%	69%	76%	72%	69%	68%	66%	73%	74%	71%	77%	71%	81%	68%	66%	-
NET: 1-4 weeks		27	27	17	10	27	17	15	11	4	12	6	6	6	4	15	11	-
		23%	23%	25%	20%	23%	25%	32%	34%	27%	17%	17%	17%	25%	15%	32%	34%	-
NET: A month or less		111	111	63	48	111	63	47	32	15	64	31	33	23	25	47	32	-
		95%	95%	94%	96%	95%	94%	100% ^u	100%	100%	91%	89%	94%	96%	96%	100%	100%	-
NET: Up to 6 weeks		116	116	66	50	116	66	47	32	15	69	34	35	24	26	47	32	-
		99%	99%	99%	100%	99%	99%	100%	100%	100%	99%	97%	100%	100%	100%	100%	100%	-
NET: 1-6 weeks		100	100	57	43	100	57	40	26	14	60	31	29	20	23	40	26	-
		85%	85%	85%	86%	85%	85%	85%	81%	93%	86%	89%	83%	83%	88%	85%	81%	-
Mean		7.27	7.27	8.38	5.80	7.27	8.38	5.98	6.41	5.08	8.14	10.18	6.10	5.94	5.66	5.98	6.41	-
Standard Deviation		9.70	9.70	10.91	7.64	9.70	10.91	5.50	6.15	3.79	11.66	13.77	8.82	7.97	7.48	5.50	6.15	-
Standard Error		0.90	0.90	1.33	1.08	0.90	1.33	0.80	1.09	0.98	1.39	2.33	1.49	1.63	1.47	0.80	1.09	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
 * small base; ** very small base (under 30) intelligible for sig testing

QG10cd: Fixed landline - How long were you without a service?

Base : All switchers that had a period without this service and did not want a break in service

		Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
			Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)		
			Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)						Dual ORS (k)	
Unweighted Base		117	86	48	38	86	48	38	26	12	48	22	26	16	22	38	26	-	
Weighted Base		117	86*	48*	38*	86*	48*	38*	26**	12**	48*	22**	26**	16**	22**	38*	26**	-**	
Up to half a day	(0.25)	16	14	7	7	14	7	5	4	1	9	3	6	4	3	5	4	-	
		14%	16%	15%	18%	16%	15%	13%	15%	8%	19%	14%	23%	25%	14%	13%	15%	-	
1 day	(1)	14	10	5	5	10	5	4	2	2	6	3	3	1	4	4	2	-	
		12%	12%	10%	13%	12%	10%	11%	8%	17%	13%	14%	12%	6%	18%	11%	8%	-	
2-3 days	(2.5)	22	15	7	8	15	7	5	2	3	10	5	5	4	4	5	2	-	
		19%	17%	15%	21%	17%	15%	13%	8%	25%	21%	23%	19%	25%	18%	13%	8%	-	
4-7 days	(5.5)	32	21	11	10	21	11	10	7	3	11	4	7	3	7	10	7	-	
		27%	24%	23%	26%	24%	23%	26%	27%	25%	23%	18%	27%	19%	32%	26%	27%	-	
1-2 weeks	(10.5)	22	17	11	6	17	11	12	9	3	5	2	3	3	3	12	9	-	
		19%	20%	23%	16%	20%	23%	32%ci	35%	25%	10%	9%	12%	19%	14%	32%	35%	-	
3-4 weeks	(24.5)	5	5	5	-	5	5	2	2	-	3	3	-	-	-	2	2	-	
		4%	6%	10%ci	-	6%	10%ci	5%	8%	-	6%	14%	-	-	-	5%	8%	-	
5-6 weeks	(38.5)	5	4	2	2	4	2	-	-	-	4	2	2	1	1	-	-	-	
		4%	5%	4%	5%	5%	4%	-	-	-	8%	9%	8%	6%	5%	-	-	-	
8 weeks	(56)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know/don't recall		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: 1 week or less		84	60	30	30	60	30	24	15	9	36	15	21	12	18	24	15	-	
		72%	70%	63%	79%	70%	63%	58%	75%	75%	68%	81%	75%	82%	63%	58%	-	-	
NET: 1-4 weeks		27	22	16	6	22	16	14	11	3	8	5	3	3	3	14	11	-	
		23%	26%	33%	16%	26%	33%	37%ci	42%	25%	17%	23%	12%	19%	14%	37%	42%	-	
NET: A month or less		111	82	46	36	82	46	38	26	12	44	20	24	15	21	38	26	-	
		95%	95%	96%	95%	95%	96%	100%	100%	100%	92%	91%	92%	94%	95%	100%	100%	-	
NET: Up to 6 weeks		116	86	48	38	86	48	38	26	12	48	22	26	16	22	38	26	-	
		99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	
NET: 1-6 weeks		100	72	41	31	72	41	33	22	11	39	19	20	12	19	33	22	-	
		85%	84%	85%	82%	84%	85%	87%	85%	92%	81%	86%	77%	75%	86%	87%	85%	-	
Mean		7.27	7.23	8.33	5.84	7.23	8.33	6.52	7.31	4.81	7.79	9.53	6.31	6.16	5.60	6.52	7.31	-	
Standard Deviation		9.70	9.11	9.49	8.53	9.11	9.49	5.80	6.42	3.87	11.08	12.23	10.01	9.39	8.06	5.80	6.42	-	
Standard Error		0.90	0.98	1.37	1.38	0.98	1.37	0.94	1.26	1.12	1.60	2.61	1.96	2.35	1.72	0.94	1.26	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
 * small base; ** very small base (under 30) intelligible for sig testing

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Table 421

QG10ce: Fixed broadband - How long were you without a service?

Base : All switchers that had a period without this service and did not want a break in service

		Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
			Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
			Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)						Dual ORS (k)
Unweighted Base		167	82	85	167	82	60	40	20	107	42	65	37	48	60	40	-	
Weighted Base		167	82*	85*	167	82*	60*	40*	20**	107	42*	65*	37*	48*	60*	40*	-**	
Up to half a day	(0.25)	24	9	15	24	9	7	5	2	17	4	13	6	9	7	5	-	
		14%	14%	11%	18%	14%	11%	12%	13%	10%	16%	10%	16%	19%	12%	13%	-	
1 day	(1)	26	11	15	26	11	7	6	1	19	5	14	5	10	7	6	-	
		16%	16%	13%	18%	16%	13%	12%	15%	18%	12%	22%	14%	21%	12%	15%	-	
2-3 days	(2.5)	38	16	22	38	16	12	7	5	26	9	17	11	11	12	7	-	
		23%	23%	20%	26%	23%	20%	20%	18%	25%	21%	26%	30%	23%	20%	18%	-	
4-7 days	(5.5)	31	18	13	31	18	16	10	6	15	8	7	5	8	16	10	-	
		19%	19%	22%	15%	19%	22%	27%uk	25%	30%	14%	19%	11%	14%	27%	25%	-	
1-2 weeks	(10.5)	20	10	10	20	10	11	7	4	9	3	6	6	4	11	7	-	
		12%	12%	12%	12%	12%	18%	18%	20%	8%	7%	9%	16%	8%	18%	18%	-	
3-4 weeks	(24.5)	15	10	5	15	10	5	3	2	10	7	3	2	3	5	3	-	
		9%	9%	12%	6%	9%	12%	8%	10%	9%	17%uk	5%	5%	6%	8%	8%	-	
5-6 weeks	(38.5)	7	5	2	7	5	1	1	-	6	4	2	1	1	1	1	-	
		4%	4%	6%	2%	4%	6%	2%	3%	-	10%	3%	3%	2%	2%	3%	-	
6 weeks	(42)	1	1	-	1	1	1	1	-	-	-	-	-	-	1	1	-	
		1%	1%	1%	-	1%	1%	2%	3%	-	-	-	-	-	2%	3%	-	
8 weeks	(56)	1	-	1	1	-	-	-	-	1	-	1	-	1	-	-	-	
		1%	1%	-	1%	-	-	-	-	1%	-	2%	-	2%	-	-	-	
2 months	(60.8)	1	-	1	1	-	-	-	-	1	-	1	-	1	-	-	-	
		1%	1%	-	1%	-	-	-	-	1%	-	2%	-	2%	-	-	-	
Don't know/don't recall		3	2	1	3	2	-	-	-	3	2	1	1	-	-	-	-	
		2%	2%	2%	1%	2%	-	-	-	3%	5%	2%	3%	-	-	-	-	
NET: 1 week or less		119	54	65	119	54	42	28	14	77	26	51	27	38	42	28	-	
		71%	66%	76%	71%	66%	70%	70%	70%	72%	62%	78%	73%	79%	70%	70%	-	
NET: 1-4 weeks		35	20	15	35	20	16	10	6	19	10	9	8	7	16	10	-	
		21%	21%	24%	18%	21%	24%	27%	30%	18%	24%	14%	22%	15%	27%	25%	-	
NET: A month or less		154	74	80	154	74	58	38	20	96	36	60	35	45	58	38	-	
		92%	92%	90%	92%	90%	97%uk	95%	100%	90%	86%	92%	95%	94%	97%	95%	-	
NET: Up to 6 weeks		162	80	82	162	80	60	40	20	102	40	62	36	46	60	40	-	
		97%	97%	98%	97%	98%	100%	100%	100%	95%	95%	95%	97%	96%	100%	100%	-	
NET: 1-6 weeks		138	71	67	138	71	53	35	18	85	36	49	30	37	53	35	-	
		83%	83%	87%	83%	87%	88%	88%	90%	79%	86%	75%	81%	77%	88%	88%	-	
Mean		7.95	9.21	6.74	7.95	9.21	7.42	7.68	6.90	8.25	10.74	6.70	5.89	7.39	7.42	7.68	-	
Standard Deviation		11.36	11.34	11.31	11.36	11.34	8.95	9.89	6.89	12.57	12.56	12.42	8.14	13.26	8.95	9.89	-	
Standard Error		0.89	1.27	1.23	0.89	1.27	1.16	1.56	1.54	1.23	1.99	1.55	1.36	1.91	1.16	1.56	-	

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

QG10ce: Fixed broadband - How long were you without a service?

Base : All switchers that had a period without this service and did not want a break in service

		Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
			Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
			Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)						Dual ORS (k)
Unweighted Base		167	119	55	64	119	55	45	28	17	74	27	47	24	40	45	28	-
Weighted Base		167	119	55*	64*	119	55*	45*	28**	17**	74*	27**	47*	24**	40*	45*	28**	-**
Up to half a day	(0.25)	24	21	8	13	21	8	6	4	2	15	4	11	5	8	6	4	-
		14%	18%	15%	20%	18%	15%	13%	14%	12%	20%	15%	23%	21%	20%	13%	14%	-
1 day	(1)	26	21	9	12	21	9	6	5	1	15	4	11	3	9	6	5	-
		16%	18%	16%	19%	18%	16%	13%	18%	6%	20%	15%	23%	13%	23%	13%	18%	-
2-3 days	(2.5)	38	24	9	15	24	9	7	3	4	17	6	11	7	8	7	3	-
		23%	20%	16%	23%	20%	16%	16%	11%	24%	23%	22%	23%	29%	20%	16%	11%	-
4-7 days	(5.5)	31	18	8	10	18	8	12	6	6	6	2	4	3	7	12	6	-
		19%	15%	15%	16%	15%	15%	27%uk	21%	35%	8%	7%	9%	13%	18%	27%	21%	-
1-2 weeks	(10.5)	20	15	9	6	15	9	7	3	5	2	3	3	3	3	10	7	-
		12%	13%	16%	9%	13%	16%	22%uk	25%	18%	7%	7%	6%	13%	8%	22%	25%	-
3-4 weeks	(24.5)	15	12	8	4	12	8	3	2	1	9	6	3	2	2	3	2	-
		9%	10%	15%	6%	10%	15%	7%	7%	6%	12%	22%	6%	8%	5%	7%	7%	-
5-6 weeks	(38.5)	7	5	3	2	5	3	1	1	-	4	2	2	1	1	1	1	-
		4%	4%	5%	3%	4%	5%	2%	4%	-	5%	7%	4%	4%	3%	2%	4%	-
6 weeks	(42)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8 weeks	(56)	1	1	-	1	1	-	-	-	1	-	1	-	1	-	-	-	-
		1%	1%	-	2%	1%	-	-	-	1%	-	2%	-	3%	-	-	-	-
2 months	(60.8)	1	1	-	1	1	-	-	-	1	-	1	-	-	1	-	-	-
		1%	1%	-	2%	1%	-	-	-	1%	-	2%	-	3%	-	-	-	-
Don't know/don't recall		3	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-
		2%	1%	2%	-	1%	2%	-	-	1%	4%	-	-	-	-	-	-	-
NET: 1 week or less		119	84	34	50	84	34	31	18	13	53	16	37	18	32	31	18	-
		71%	71%	62%	78%	71%	62%	69%	64%	76%	72%	59%	79%	75%	80%	69%	64%	-
NET: 1-4 weeks		35	27	17	10	27	17	13	9	4	14	8	6	5	5	13	9	-
		21%	23%	31%uk	16%	23%	31%uk	29%	32%	24%	19%	30%	13%	21%	13%	29%	32%	-
NET: A month or less		154	111	51	60	111	51	44	27	17	67	24	43	23	37	44	27	-
		92%	93%	93%	94%	93%	93%	98%	96%	100%	91%	89%	91%	96%	93%	98%	96%	-
NET: Up to 6 weeks		162	116	54	62	116	54	45	28	17	71	26	45	24	38	45	28	-
		97%	97%	98%	97%	97%	98%	100%	100%	100%	96%	96%	96%	100%	95%	100%	100%	-
NET: 1-6 weeks		138	95	46	49	95	46	39	24	15	56	22	34	19	30	39	24	-
		83%	80%	84%	77%	80%	84%	87%	86%	88%	76%	81%	72%	79%	75%	87%	86%	-
Mean		7.95	8.02	8.95	7.23	8.02	8.95	6.84	7.41	5.91	8.74	10.62	7.70	6.55	7.63	6.84	7.41	-
Standard Deviation		11.36	11.78	10.83	12.55	11.78	10.83	7.82	8.87	5.83	13.66	12.58	14.25	9.60	14.13	7.82	8.87	-
Standard Error		0.89	1.08	1.47	1.57	1.08	1.47	1.17	1.68	1.41	1.60	2.47	2.08	1.96	2.23	1.17	1.68	-

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

QG10cf: Fixed landline - How long were you without a service?

Base : All switchers that had a period without this service (Up to 6 weeks or DK)

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	137	137	76	61	137	76	53	34	19	84	42	42	26	35	53	34	-
Weighted Base	137	137	76*	61*	137	76*	53*	34*	19**	84*	42*	42*	26**	35*	53*	34*	-**
Up to half a day (0.25)	24	24	13	11	24	13	8	6	2	16	7	9	6	5	8	6	-
	18%	18%	17%	18%	18%	17%	15%	18%	11%	19%	17%	21%	23%	14%	15%	18%	-
1 day (1)	16	16	7	9	16	7	6	3	3	10	4	6	3	6	6	3	-
	12%	12%	9%	15%	12%	9%	11%	9%	16%	12%	10%	14%	12%	17%	11%	9%	-
2-3 days (2.5)	25	25	12	13	25	12	9	4	5	16	8	8	6	7	9	4	-
	18%	18%	16%	21%	18%	16%	17%	12%	26%	19%	19%	19%	23%	20%	17%	12%	-
4-7 days (5.5)	33	33	20	13	33	20	13	9	4	20	11	9	4	9	13	9	-
	24%	24%	26%	21%	24%	26%	25%	26%	21%	24%	26%	21%	15%	26%	25%	26%	-
1-2 weeks (10.5)	25	25	13	12	25	13	13	9	4	12	4	8	6	6	13	9	-
	18%	18%	17%	20%	18%	17%	25%	26%	21%	14%	10%	19%	23%	17%	25%	26%	-
3-4 weeks (24.5)	8	8	7	1	8	7	4	3	1	4	4	-	-	1	4	3	-
	6%	6%	9% kl	2%	6%	9% kl	8%	9%	5%	5%	10% kl	-	-	3%	8%	9%	-
5-6 weeks (38.5)	5	5	3	2	5	3	-	-	-	5	3	2	1	1	-	-	-
	4%	4%	4%	3%	4%	4%	-	-	-	6%	7%	5%	4%	3%	-	-	-
Don't know/don't recall	1	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-
	1%	1%	1%	-	1%	1%	-	-	-	1%	2%	-	-	-	-	-	-
NET: 1 week or less	98	98	52	46	98	52	36	22	14	62	30	32	19	27	36	22	-
	72%	72%	68%	75%	72%	68%	68%	65%	74%	74%	71%	76%	73%	77%	68%	65%	-
NET: 1-4 weeks	33	33	20	13	33	20	17	12	5	16	8	8	6	7	17	12	-
	24%	24%	26%	21%	24%	26%	32%	35%	26%	19%	19%	19%	23%	20%	32%	35%	-
NET: A month or less	131	131	72	59	131	72	53	34	19	78	38	40	25	34	53	34	-
	96%	96%	95%	97%	96%	95%	100% klj	100%	100%	93%	90%	95%	96%	97%	100%	100%	-
NET: Up to 6 weeks	136	136	75	61	136	75	53	34	19	83	41	42	26	35	53	34	-
	99%	99%	99%	100%	99%	99%	100%	100%	100%	99%	98%	100%	100%	100%	100%	100%	-
NET: 1-6 weeks	112	112	62	50	112	62	45	28	17	67	34	33	20	30	45	28	-
	82%	82%	82%	82%	82%	82%	85%	82%	89%	80%	81%	79%	77%	86%	85%	82%	-
Mean	6.74	6.74	7.65	5.63	6.74	7.65	6.35	6.82	5.50	6.99	8.34	5.68	5.50	5.72	6.35	6.82	-
Standard Deviation	8.59	8.59	9.29	7.57	8.59	9.29	6.44	6.77	5.88	9.75	10.99	8.29	7.80	7.52	6.44	6.77	-
Standard Error	0.74	0.74	1.07	0.97	0.74	1.07	0.88	1.16	1.35	1.07	1.72	1.28	1.53	1.27	0.88	1.16	-

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

QG10cf: Fixed landline - How long were you without a service?

Base : All switchers that had a period without this service (Up to 6 weeks or DK)

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	137	104	58	46	104	58	42	28	14	62	30	32	18	28	42	28	-
Weighted Base	137	104	58*	46*	104	58*	42*	28**	14**	62*	30*	32*	18**	28**	42*	28**	-**
Up to half a day (0.25)	24	22	11	11	22	11	6	4	2	16	7	9	6	5	6	4	-
	18%	21%	19%	24%	21%	19%	14%	14%	14%	26%	23%	28%	33%	18%	14%	14%	-
1 day (1)	16	11	5	6	11	5	4	2	2	7	3	4	1	5	4	2	-
	12%	11%	9%	13%	11%	9%	10%	7%	14%	11%	10%	13%	6%	18%	10%	7%	-
2-3 days (2.5)	25	18	8	10	18	8	7	3	4	11	5	6	4	6	7	3	-
	18%	17%	14%	22%	17%	14%	17%	11%	29%	18%	17%	19%	22%	21%	17%	11%	-
4-7 days (5.5)	33	22	12	10	22	12	10	7	3	12	5	7	3	7	10	7	-
	24%	21%	21%	22%	21%	21%	24%	25%	21%	19%	17%	22%	17%	25%	24%	25%	-
1-2 weeks (10.5)	25	19	12	7	19	12	12	9	3	7	3	4	3	4	12	9	-
	18%	18%	21%	15%	18%	21%	29%	32%	21%	11%	10%	13%	17%	14%	29%	32%	-
3-4 weeks (24.5)	8	7	7	-	7	7	3	3	-	4	4	-	-	-	3	3	-
	6%	7%	12%ck	-	7%	12%ck	7%	11%	-	6%	13%ck	-	-	-	7%	11%	-
5-6 weeks (38.5)	5	4	2	2	4	2	-	-	-	4	2	2	1	1	-	-	-
	4%	4%	3%	4%	4%	3%	-	-	-	6%	7%	6%	6%	4%	-	-	-
Don't know/don't recall	1	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-
	1%	1%	2%	-	1%	2%	-	-	-	2%	3%	-	-	-	-	-	-
NET: 1 week or less	98	73	36	37	73	36	27	16	11	46	20	26	14	23	27	16	-
	72%	70%	62%	80%be	70%	62%	64%	57%	79%	74%	67%	81%	78%	82%	64%	57%	-
NET: 1-4 weeks	33	26	19	7	26	19	15	12	3	11	7	4	3	4	15	12	-
	24%	25%	33%ck	15%	25%	33%ck	36%ck	43%	21%	18%	23%	13%	17%	14%	36%	43%	-
NET: A month or less	131	99	55	44	99	55	42	28	14	57	27	30	17	27	42	28	-
	96%	95%	95%	96%	95%	95%	100%	100%	100%	92%	90%	94%	94%	96%	100%	100%	-
NET: Up to 6 weeks	136	103	57	46	103	57	42	28	14	61	29	32	18	28	42	28	-
	99%	99%	98%	100%	99%	98%	100%	100%	100%	98%	97%	100%	100%	100%	100%	100%	-
NET: 1-6 weeks	112	81	46	35	81	46	36	24	12	45	22	23	12	23	36	24	-
	82%	78%	79%	76%	78%	79%	86%	86%	86%	73%	73%	72%	67%	82%	86%	86%	-
Mean	6.74	6.87	8.21	5.20	6.87	8.21	6.61	7.75	4.32	7.05	8.66	5.59	5.50	5.01	6.61	7.75	-
Standard Deviation	8.59	8.94	9.51	7.98	8.94	9.51	6.33	7.06	3.79	10.42	11.50	9.26	9.03	7.39	6.33	7.06	-
Standard Error	0.74	0.88	1.26	1.18	0.88	1.26	0.98	1.33	1.01	1.33	2.14	1.64	2.13	1.40	0.98	1.33	-

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

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Table 425

QG10cg: Fixed broadband - How long were you without a service?

Base : All switchers that had a period without this service (Up to 6 weeks or DK)

		Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
			Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)	
			Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)						Dual ORS (k)
Unweighted Base		184	184	92	92	184	92	66	43	23	118	49	69	39	53	66	43	-
Weighted Base		184	184	92*	92*	184	92*	66*	43*	23**	118	49*	69*	39*	53*	66*	43*	-**
Up to half a day	(0.25)	31	31	12	19	31	12	8	5	3	23	7	16	8	11	8	5	-
		17%	17%	13%	21%	17%	13%	12%	12%	13%	19%	14%	23%	21%	21%	12%	12%	-
1 day	(1)	27	27	12	15	27	12	7	6	1	20	6	14	5	10	7	6	-
		15%	15%	13%	16%	15%	13%	11%	14%	4%	17%	12%	20%	13%	19%	11%	14%	-
2-3 days	(2.5)	42	42	18	24	42	18	15	9	6	27	9	18	11	13	15	9	-
		23%	23%	20%	26%	23%	20%	23%	21%	26%	23%	18%	26%	28%	25%	23%	21%	-
4-7 days	(5.5)	32	32	19	13	32	19	16	10	6	16	9	7	5	8	16	10	-
		17%	17%	21%	14%	17%	21%	24%ck	23%	26%	14%	18%	10%	13%	15%	24%	23%	-
1-2 weeks	(10.5)	23	23	11	12	23	11	11	7	4	12	4	8	6	6	11	7	-
		13%	13%	12%	13%	13%	12%	17%	16%	17%	10%	8%	12%	15%	11%	17%	16%	-
3-4 weeks	(24.5)	18	18	12	6	18	12	7	4	3	11	8	3	2	4	7	4	-
		10%	10%	13%	7%	10%	13%	11%	9%	13%	9%	16%ck	4%	5%	8%	11%	9%	-
5-6 weeks	(38.5)	7	7	5	2	7	5	1	1	-	6	4	2	1	1	1	1	-
		4%	4%	5%	2%	4%	5%	2%	2%	-	5%	8%	3%	3%	2%	2%	2%	-
6 weeks	(42)	1	1	-	-	1	1	1	1	-	-	-	-	-	-	1	1	-
		1%	1%	1%	-	1%	1%	2%	2%	-	-	-	-	-	-	2%	2%	-
Don't know/don't recall		3	3	2	1	3	2	-	-	-	3	2	1	1	-	-	-	-
		2%	2%	2%	1%	2%	2%	-	-	-	3%	4%	1%	3%	-	-	-	-
NET: 1 week or less		132	132	61	71	132	61	46	30	16	86	31	55	29	42	46	30	-
		72%	72%	66%	77%	72%	66%	70%	70%	70%	73%	63%	80%	74%	79%	70%	70%	-
NET: 1-4 weeks		41	41	23	18	41	23	18	11	7	23	12	11	8	10	18	11	-
		22%	22%	25%	20%	22%	25%	27%	26%	30%	19%	24%	16%	21%	19%	27%	26%	-
NET: A month or less		173	173	84	89	173	84	64	41	23	109	43	66	37	52	64	41	-
		94%	94%	91%	97%ck	94%	91%	97%	95%	100%	92%	88%	96%	95%	98%	97%	95%	-
NET: Up to 6 weeks		181	181	90	91	181	90	66	43	23	115	47	68	38	53	66	43	-
		98%	98%	98%	99%	98%	98%	100%	100%	100%	97%	96%	99%	97%	100%	100%	100%	-
NET: 1-6 weeks		150	150	78	72	150	78	58	38	20	92	40	52	30	42	58	38	-
		82%	82%	85%	78%	82%	85%	88%	88%	87%	78%	82%	75%	77%	79%	88%	88%	-
Mean		7.24	7.24	6.96ck	5.51	7.24	6.96ck	7.61	7.83	7.18	7.02	10.04ck	4.94	5.59	5.45	7.61	7.83	-
Standard Deviation		9.79	9.79	11.13	7.95	9.79	11.13	9.14	9.94	7.61	10.18	12.13	8.04	8.02	7.97	9.14	9.94	-
Standard Error		0.73	0.73	1.17	0.83	0.73	1.17	1.12	1.52	1.59	0.95	1.77	0.97	1.30	1.10	1.12	1.52	-

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

QG10cg: Fixed broadband - How long were you without a service?

Base : All switchers that had a period without this service (Up to 6 weeks or DK)

		Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
			Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
			Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base		184	133	64	69	133	64	50	31	19	83	33	50	26	43	50	31	-
Weighted Base		184	133	64*	69*	133	64*	50*	31*	19**	83*	33*	50*	26**	43*	50*	31*	-**
Up to half a day	(0.25)	31	28	11	17	28	11	7	4	3	21	7	14	7	10	7	4	-
		17%	21%	17%	25%	21%	17%	14%	13%	16%	25%	21%	28%	27%	23%	14%	13%	-
1 day	(1)	27	21	9	12	21	9	6	5	1	15	4	11	3	9	6	5	-
		15%	16%	14%	17%	16%	14%	12%	16%	5%	18%	12%	22%	12%	21%	12%	16%	-
2-3 days	(2.5)	42	28	11	17	28	11	10	5	5	18	6	12	7	10	10	5	-
		23%	21%	17%	25%	21%	17%	20%	16%	26%	22%	18%	24%	27%	23%	20%	16%	-
4-7 days	(5.5)	32	19	9	10	19	9	12	6	6	7	3	4	3	7	12	6	-
		17%	14%	14%	14%	14%	14%	24% ^{uk}	19%	32%	8%	9%	8%	12%	16%	24%	19%	-
1-2 weeks	(10.5)	23	17	10	7	17	10	10	7	3	7	3	4	3	4	10	7	-
		13%	13%	16%	10%	13%	16%	20%	23% ^{uk}	16%	8%	9%	8%	12%	9%	20%	23%	-
3-4 weeks	(24.5)	18	14	10	4	14	10	4	3	1	10	7	3	2	2	4	3	-
		10%	11%	16%	6%	11%	16%	8%	10%	5%	12%	21% ^{ck}	6%	8%	5%	8%	10%	-
5-6 weeks	(38.5)	7	5	3	2	5	3	1	1	-	4	2	2	1	1	1	1	-
		4%	4%	5%	3%	4%	5%	2%	3%	-	5%	6%	4%	4%	2%	2%	3%	-
6 weeks	(42)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/don't recall		3	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-
		2%	1%	2%	-	1%	2%	-	-	1%	3%	-	-	-	-	-	-	-
NET: 1 week or less		132	96	40	56	96	40	35	20	15	61	20	41	20	36	35	20	-
		72%	72%	63%	81% ^{be}	72%	63%	70%	65%	79%	73%	61%	82% ^{be}	77%	84%	70%	65%	-
NET: 1-4 weeks		41	31	20	11	31	20	14	10	4	17	10	7	5	6	14	10	-
		22%	23%	31% ^{ck}	16%	23%	31% ^{ck}	28%	32%	21%	20%	30%	14%	19%	14%	28%	32%	-
NET: A month or less		173	127	60	67	127	60	49	30	19	78	30	48	25	42	49	30	-
		94%	95%	94%	97%	95%	94%	98%	97%	100%	94%	91%	96%	96%	98%	98%	97%	-
NET: Up to 6 weeks		181	132	63	69	132	63	50	31	19	82	32	50	26	43	50	31	-
		98%	99%	98%	100%	99%	98%	100%	100%	100%	99%	97%	100%	100%	100%	100%	100%	-
NET: 1-6 weeks		150	104	52	52	104	52	43	27	16	61	25	36	19	33	43	27	-
		82%	78%	81%	75%	78%	81%	86%	87%	84%	73%	76%	72%	73%	77%	86%	87%	-
Mean		7.24	6.94	6.80 ^c	5.25	6.94	6.80 ^c	6.80	7.65	5.43	7.03	9.91 ^{ck}	5.18	6.07	4.76	6.80	7.65	-
Standard Deviation		9.79	9.61	10.65	8.28	9.61	10.65	7.96	9.06	5.70	10.54	12.03	9.12	9.37	7.61	7.96	9.06	-
Standard Error		0.73	0.84	1.34	1.00	0.84	1.34	1.13	1.63	1.31	1.16	2.13	1.29	1.84	1.16	1.13	1.63	-

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

QG10ch: Fixed landline - How long were you without a service?

Base : All switchers that had a period without this service and did not want a break in service (Up to 6 weeks or DK)

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	116	116	66	50	116	66	47	32	15	69	34	35	24	26	47	32	-
Weighted Base	116	116	66*	50*	116	66*	47*	32*	15**	69*	34*	35*	24**	26**	47*	32*	-**
Up to half a day (0.25)	16	16	9	7	16	9	7	6	1	9	3	6	4	3	7	6	-
	14%	14%	14%	14%	14%	14%	15%	19%	7%	13%	9%	17%	17%	12%	15%	19%	-
1 day (1)	14	14	7	7	14	7	5	3	2	9	4	5	3	4	5	3	-
	12%	12%	11%	14%	12%	11%	11%	9%	13%	13%	12%	14%	13%	15%	11%	9%	-
2-3 days (2.5)	22	22	11	11	22	11	7	3	4	15	8	7	6	5	7	3	-
	19%	19%	17%	22%	19%	17%	15%	9%	27%	22%	24%	20%	25%	19%	15%	9%	-
4-7 days (5.5)	32	32	19	13	32	19	13	9	4	19	10	9	4	9	13	9	-
	28%	28%	29%	26%	28%	29%	28%	28%	27%	28%	29%	26%	17%	35%	28%	28%	-
1-2 weeks (10.5)	22	22	12	10	22	12	13	9	4	9	3	6	6	4	13	9	-
	19%	19%	18%	20%	19%	18%	28% _j	28% _j	27%	13%	9%	17%	25%	15%	28%	28%	-
3-4 weeks (24.5)	5	5	5	-	5	5	2	2	-	3	3	-	-	-	2	2	-
	4%	4%	8% _{bc}	-	4%	8% _{bc}	4%	6%	-	4%	9% _{bc}	-	-	-	4%	6%	-
5-6 weeks (38.5)	5	5	3	2	5	3	-	-	-	5	3	2	1	1	-	-	-
	4%	4%	5%	4%	4%	5%	-	-	-	7%	9% _d	6%	4%	4%	-	-	-
Don't know/don't recall	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 1 week or less	84	84	46	38	84	46	32	21	11	52	25	27	17	21	32	21	-
	72%	72%	70%	76%	72%	70%	68%	66%	73%	75%	74%	77%	71%	81%	68%	66%	-
NET: 1-4 weeks	27	27	17	10	27	17	15	11	4	12	6	6	6	4	15	11	-
	23%	23%	26%	20%	23%	26%	32%	34%	27%	17%	18%	17%	25%	15%	32%	34%	-
NET: A month or less	111	111	63	48	111	63	47	32	15	64	31	33	23	25	47	32	-
	96%	96%	95%	96%	96%	95%	100% _j	100%	100%	93%	91%	94%	96%	96%	100%	100%	-
NET: Up to 6 weeks	116	116	66	50	116	66	47	32	15	69	34	35	24	26	47	32	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
NET: 1-6 weeks	100	100	57	43	100	57	40	26	14	60	31	29	20	23	40	26	-
	86%	86%	86%	86%	86%	86%	85%	81%	93%	87%	91%	83%	83%	88%	85%	81%	-
Mean	6.85	6.85	7.66	5.80	6.85	7.66	5.98	6.41	5.08	7.45	8.83	6.10	5.94	5.66	5.98	6.41	-
Standard Deviation	8.60	8.60	9.24	7.64	8.60	9.24	5.50	6.15	3.79	10.19	11.39	8.82	7.97	7.48	5.50	6.15	-
Standard Error	0.80	0.80	1.14	1.08	0.80	1.14	0.80	1.09	0.98	1.23	1.95	1.49	1.63	1.47	0.80	1.09	-

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

QG10ch: Fixed landline - How long were you without a service?

Base : All switchers that had a period without this service and did not want a break in service (Up to 6 weeks or DK)

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	116	86	48	38	86	48	38	26	12	48	22	26	16	22	38	26	-
Weighted Base	116	86*	48*	38*	86*	48*	38*	26**	12**	48*	22**	26**	16**	22**	38*	26**	-**
Up to half a day (0.25)	16	14	7	7	14	7	5	4	1	9	3	6	4	3	5	4	-
	14%	16%	15%	18%	16%	15%	13%	15%	8%	19%	14%	23%	25%	14%	13%	15%	-
1 day (1)	14	10	5	5	10	5	4	2	2	6	3	3	1	4	4	2	-
	12%	12%	10%	13%	12%	10%	11%	8%	17%	13%	14%	12%	6%	18%	11%	8%	-
2-3 days (2.5)	22	15	7	8	15	7	5	2	3	10	5	5	4	4	5	2	-
	19%	17%	15%	21%	17%	15%	13%	8%	25%	21%	23%	19%	25%	18%	13%	8%	-
4-7 days (5.5)	32	21	11	10	21	11	10	7	3	11	4	7	3	7	10	7	-
	28%	24%	23%	26%	24%	23%	26%	27%	25%	23%	18%	27%	19%	32%	26%	27%	-
1-2 weeks (10.5)	22	17	11	6	17	11	12	9	3	5	2	3	3	3	12	9	-
	19%	20%	23%	16%	20%	23%	32% ^{id}	35%	25%	10%	9%	12%	19%	14%	32%	35%	-
3-4 weeks (24.5)	5	5	5	-	5	5	2	2	-	3	3	-	-	-	2	2	-
	4%	6%	10% ^{ic}	-	6%	10% ^{ic}	5%	8%	-	6%	14%	-	-	-	5%	8%	-
5-6 weeks (38.5)	5	4	2	2	4	2	-	-	-	4	2	2	1	1	-	-	-
	4%	5%	4%	5%	5%	4%	-	-	-	8%	9%	8%	6%	5%	-	-	-
Don't know/don't recall	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 1 week or less	84	60	30	30	60	30	24	15	9	36	15	21	12	18	24	15	-
	72%	70%	63%	79%	70%	63%	63%	58%	75%	75%	68%	81%	75%	82%	63%	58%	-
NET: 1-4 weeks	27	22	16	6	22	16	14	11	3	8	5	3	3	3	14	11	-
	23%	26%	33%	16%	26%	33%	37% ^{ic}	42%	25%	17%	23%	12%	19%	14%	37%	42%	-
NET: A month or less	111	82	46	36	82	46	38	26	12	44	20	24	15	21	38	26	-
	96%	95%	96%	95%	95%	96%	100%	100%	100%	92%	91%	92%	94%	95%	100%	100%	-
NET: Up to 6 weeks	116	86	48	38	86	48	38	26	12	48	22	26	16	22	38	26	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
NET: 1-6 weeks	100	72	41	31	72	41	33	22	11	39	19	20	12	19	33	22	-
	86%	84%	85%	82%	84%	85%	87%	85%	92%	81%	86%	77%	75%	86%	87%	85%	-
Mean	6.85	7.23	8.33	5.84	7.23	8.33	6.52	7.31	4.81	7.79	9.53	6.31	6.16	5.60	6.52	7.31	-
Standard Deviation	8.60	9.11	9.49	8.53	9.11	9.49	5.80	6.42	3.87	11.08	12.23	10.01	9.39	8.06	5.80	6.42	-
Standard Error	0.80	0.98	1.37	1.38	0.98	1.37	0.94	1.26	1.12	1.60	2.61	1.96	2.35	1.72	0.94	1.26	-

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

QG10ci: Fixed broadband - How long were you without a service?

Base : All switchers that had a period without this service and did not want a break in service (Up to 6 weeks or DK)

		Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
			Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
			Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base		165	165	82	83	165	82	60	40	20	105	42	63	37	46	60	40	-
Weighted Base		165	165	82*	83*	165	82*	60*	40*	20**	105	42*	63*	37*	46*	60*	40*	**
Up to half a day	(0.25)	24	24	9	15	24	9	7	5	2	17	4	13	6	9	7	5	-
		15%	15%	11%	18%	15%	11%	12%	13%	10%	16%	10%	21%	16%	20%	12%	13%	-
1 day	(1)	26	26	11	15	26	11	7	6	1	19	5	14	5	10	7	6	-
		16%	16%	13%	18%	16%	13%	12%	15%	5%	18%	12%	22%	14%	22%	12%	15%	-
2-3 days	(2.5)	38	38	16	22	38	16	12	7	5	26	9	17	11	11	12	7	-
		23%	23%	20%	27%	23%	20%	20%	18%	25%	25%	21%	27%	30%	24%	20%	18%	-
4-7 days	(5.5)	31	31	18	13	31	18	16	10	6	15	8	7	5	8	16	10	-
		19%	19%	22%	16%	19%	22%	27%dk	25%	30%	14%	19%	11%	14%	17%	27%	25%	-
1-2 weeks	(10.5)	20	20	10	10	20	10	11	7	4	9	3	6	6	4	11	7	-
		12%	12%	12%	12%	12%	16%	18%	18%	20%	9%	7%	10%	16%	9%	18%	18%	-
3-4 weeks	(24.5)	15	15	10	5	15	10	5	3	2	10	7	3	2	3	5	3	-
		9%	9%	12%	6%	9%	12%	8%	8%	10%	10%	17%dk	5%	5%	7%	8%	8%	-
5-6 weeks	(38.5)	7	7	5	2	7	5	1	1	-	6	4	2	1	1	1	1	-
		4%	4%	6%	2%	4%	6%	2%	3%	-	6%	10%	3%	3%	2%	2%	3%	-
6 weeks	(42)	1	1	-	-	1	1	1	1	-	-	-	-	-	-	1	1	-
		1%	1%	1%	-	1%	1%	2%	3%	-	-	-	-	-	-	2%	3%	-
Don't know/don't recall		3	3	2	1	3	2	-	-	-	3	2	1	1	-	-	-	-
		2%	2%	2%	1%	2%	2%	-	-	-	3%	5%	2%	3%	-	-	-	-
NET: 1 week or less		119	119	54	65	119	54	42	28	14	77	26	51	27	38	42	28	-
		72%	72%	66%	78%	72%	66%	70%	70%	70%	73%	62%	81%dk	73%	83%	70%	70%	-
NET: 1-4 weeks		35	35	20	15	35	20	16	10	6	19	10	9	8	7	16	10	-
		21%	21%	24%	18%	21%	24%	27%	25%	30%	18%	24%	14%	22%	15%	27%	25%	-
NET: A month or less		154	154	74	80	154	74	58	38	20	96	36	60	35	45	58	38	-
		93%	93%	90%	96%dk	93%	90%	97%dk	95%	100%	91%	86%	95%	95%	98%	97%	95%	-
NET: Up to 6 weeks		162	162	80	82	162	80	60	40	20	102	40	62	36	46	60	40	-
		98%	98%	98%	99%	98%	98%	100%	100%	100%	97%	95%	98%	97%	100%	100%	100%	-
NET: 1-6 weeks		138	138	71	67	138	71	53	35	18	85	36	49	30	37	53	35	-
		84%	84%	87%	81%	84%	87%	88%	88%	90%	81%	86%	78%	81%	80%	88%	88%	-
Mean		7.32	7.32	9.21dk	5.48	7.32	9.21dk	7.42	7.68	6.90	7.27	10.74dk	5.03	5.89	5.17	7.42	7.68	-
Standard Deviation		9.93	9.93	11.34	7.97	9.93	11.34	8.95	9.89	6.89	10.50	12.56	8.29	8.14	7.91	8.95	9.89	-
Standard Error		0.78	0.78	1.27	0.88	0.78	1.27	1.16	1.56	1.54	1.04	1.99	1.05	1.36	1.17	1.16	1.56	-

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

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Table 430

QG10ci: Fixed broadband - How long were you without a service?

Base : All switchers that had a period without this service and did not want a break in service (Up to 6 weeks or DK)

		Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
			Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
			Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base		165	117	55	62	117	55	45	28	17	72	27	45	24	38	45	28	-
Weighted Base		165	117	55*	62*	117	55*	45*	28**	17**	72*	27**	45*	24**	38*	45*	28**	-**
Up to half a day	(0.25)	24	21	8	13	21	8	6	4	2	15	4	11	5	8	6	4	-
		15%	18%	15%	21%	18%	15%	13%	14%	12%	21%	15%	24%	21%	21%	13%	14%	-
1 day	(1)	26	21	9	12	21	9	6	5	1	15	4	11	3	9	6	5	-
		16%	18%	16%	19%	18%	16%	13%	18%	6%	21%	15%	24%	13%	24%	13%	18%	-
2-3 days	(2.5)	38	24	9	15	24	9	7	3	4	17	6	11	7	8	7	3	-
		23%	21%	16%	24%	21%	16%	16%	11%	24%	24%	22%	24%	29%	21%	16%	11%	-
4-7 days	(5.5)	31	18	8	10	18	8	12	6	6	6	2	4	3	7	12	6	-
		19%	15%	15%	16%	15%	15%	27%uk	21%	35%	8%	7%	9%	13%	18%	27%	21%	-
1-2 weeks	(10.5)	20	15	9	6	15	9	10	7	3	5	2	3	3	3	10	7	-
		12%	13%	16%	10%	13%	16%	22%uk	25%	18%	7%	7%	7%	13%	8%	22%	25%	-
3-4 weeks	(24.5)	15	12	8	4	12	8	3	2	1	9	6	3	2	2	3	2	-
		9%	10%	15%	6%	10%	15%	7%	7%	6%	13%	22%	7%	8%	5%	7%	7%	-
5-6 weeks	(38.5)	7	5	3	2	5	3	1	1	-	4	2	2	1	1	1	1	-
		4%	4%	5%	3%	4%	5%	2%	4%	-	6%	7%	4%	4%	3%	2%	4%	-
6 weeks	(42)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/don't recall		3	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-
		2%	1%	2%	-	1%	2%	-	-	-	1%	4%	-	-	-	-	-	-
NET: 1 week or less		119	84	34	50	84	34	31	18	13	53	16	37	18	32	31	18	-
		72%	72%	62%	81%be	72%	62%	69%	64%	76%	74%	59%	82%be	75%	84%	69%	64%	-
NET: 1-4 weeks		35	27	17	10	27	17	13	9	4	14	8	6	5	5	13	9	-
		21%	23%	31%uk	16%	23%	31%uk	29%	32%	24%	19%	30%	13%	21%	13%	29%	32%	-
NET: A month or less		154	111	51	60	111	51	44	27	17	67	24	43	23	37	44	27	-
		93%	95%	93%	97%	95%	93%	98%	96%	100%	93%	89%	96%	96%	97%	98%	96%	-
NET: Up to 6 weeks		162	116	54	62	116	54	45	28	17	71	26	45	24	38	45	28	-
		98%	99%	98%	100%	99%	98%	100%	100%	100%	99%	96%	100%	100%	100%	100%	100%	-
NET: 1-6 weeks		138	95	46	49	95	46	39	24	15	56	22	34	19	30	39	24	-
		84%	81%	84%	79%	81%	84%	87%	86%	88%	78%	81%	76%	79%	79%	87%	86%	-
Mean		7.32	7.15	8.95	5.58	7.15	8.95	6.84	7.41	5.91	7.34	10.62	5.45	6.55	4.96	6.84	7.41	-
Standard Deviation		9.93	9.81	10.83	8.60	9.81	10.83	7.82	8.87	5.83	10.93	12.58	9.49	9.60	7.97	7.82	8.87	-
Standard Error		0.78	0.91	1.47	1.09	0.91	1.47	1.17	1.68	1.41	1.30	2.47	1.41	1.96	1.29	1.17	1.68	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
 * small base; ** very small base (under 30) intelligible for sig testing

QG10cj: Fixed landline - How long were you without a service?

Base : All switchers that had a period without this service (1 day to 6 weeks or DK)

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	113	113	63	50	113	63	45	28	17	68	35	33	20	30	45	28	-
Weighted Base	113	113	63*	50*	113	63*	45*	28**	17**	68*	35*	33*	20**	30*	45*	28**	-**
Up to half a day (0.25)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 day (1)	16	16	7	9	16	7	6	3	3	10	4	6	3	6	6	3	-
	14%	14%	11%	18%	14%	11%	13%	11%	18%	15%	11%	18%	15%	20%	13%	11%	-
2-3 days (2.5)	25	25	12	13	25	12	9	4	5	16	8	8	6	7	9	4	-
	22%	22%	19%	26%	22%	19%	20%	14%	29%	24%	23%	24%	30%	23%	20%	14%	-
4-7 days (5.5)	33	33	20	13	33	20	13	9	4	20	11	9	4	9	13	9	-
	29%	29%	32%	26%	29%	32%	29%	32%	24%	29%	31%	27%	20%	30%	29%	32%	-
1-2 weeks (10.5)	25	25	13	12	25	13	13	9	4	12	4	8	6	6	13	9	-
	22%	22%	21%	24%	22%	21%	29%	32%	24%	18%	11%	24%	30%	20%	29%	32%	-
3-4 weeks (24.5)	8	8	7	1	8	7	4	3	1	4	4	-	-	1	4	3	-
	7%	7%	11%	2%	7%	11%	9%	11%	6%	6%	11%	-	-	3%	9%	11%	-
5-6 weeks (38.5)	5	5	3	2	5	3	-	-	-	5	3	2	1	1	-	-	-
	4%	4%	5%	4%	4%	5%	-	-	-	7%	9%	6%	5%	3%	-	-	-
Don't know/don't recall	1	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-
	1%	1%	2%	-	1%	2%	-	-	-	1%	3%	-	-	-	-	-	-
NET: 1 week or less	74	74	39	35	74	39	28	16	12	46	23	23	13	22	28	16	-
	65%	65%	62%	70%	65%	62%	62%	57%	71%	68%	66%	70%	65%	73%	62%	57%	-
NET: 1-4 weeks	33	33	20	13	33	20	17	12	5	16	8	8	6	7	17	12	-
	29%	29%	32%	26%	29%	32%	38%	43%	29%	24%	23%	24%	30%	23%	38%	43%	-
NET: A month or less	107	107	59	48	107	59	45	28	17	62	31	31	19	29	45	28	-
	95%	95%	94%	96%	95%	94%	100%	100%	100%	91%	89%	94%	95%	97%	100%	100%	-
NET: Up to 6 weeks	112	112	62	50	112	62	45	28	17	67	34	33	20	30	45	28	-
	99%	99%	98%	100%	99%	98%	100%	100%	100%	99%	97%	100%	100%	100%	100%	100%	-
NET: 1-6 weeks	112	112	62	50	112	62	45	28	17	67	34	33	20	30	45	28	-
	99%	99%	98%	100%	99%	98%	100%	100%	100%	99%	97%	100%	100%	100%	100%	100%	-
Mean	8.13	8.13	9.20	6.81	8.13	9.20	7.43	8.23	6.12	8.60	10.00	7.17	7.07	6.63	7.43	8.23	-
Standard Deviation	8.87	8.87	9.51	7.89	8.87	9.51	6.40	6.65	5.92	10.22	11.38	8.80	8.28	7.76	6.40	6.65	-
Standard Error	0.84	0.84	1.21	1.12	0.84	1.21	0.95	1.26	1.44	1.25	1.95	1.53	1.85	1.42	0.95	1.26	-

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

QG10cj: Fixed landline - How long were you without a service?

Base : All switchers that had a period without this service (1 day to 6 weeks or DK)

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		SAPT TV CPS
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT (o)	
Unweighted Base	113	82	47	35	82	47	36	24	12	46	23	23	12	23	36	24	-
Weighted Base	113	82*	47*	35*	82*	47*	36*	24**	12**	46*	23**	23**	12**	23**	36*	24**	-**
Up to half a day (0.25)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 day (1)	16	11	5	6	11	5	4	2	2	7	3	4	1	5	4	2	-
	14%	13%	11%	17%	13%	11%	11%	8%	17%	15%	13%	17%	8%	22%	11%	8%	-
2-3 days (2.5)	25	18	8	10	18	8	7	3	4	11	5	6	4	6	7	3	-
	22%	22%	17%	29%	22%	17%	19%	13%	33%	24%	22%	26%	33%	26%	19%	13%	-
4-7 days (5.5)	33	22	12	10	22	12	10	7	3	12	5	7	3	7	10	7	-
	29%	27%	26%	29%	27%	26%	28%	29%	25%	26%	22%	30%	25%	30%	28%	29%	-
1-2 weeks (10.5)	25	19	12	7	19	12	12	9	3	7	3	4	3	4	12	9	-
	22%	23%	26%	20%	23%	26%	33%	38%	25%	15%	13%	17%	25%	17%	33%	38%	-
3-4 weeks (24.5)	8	7	7	-	7	7	3	3	-	4	4	-	-	-	3	3	-
	7%	9%	15% ^{bc}	-	9%	15% ^{bc}	8%	13%	-	9%	17%	-	-	-	8%	13%	-
5-6 weeks (38.5)	5	4	2	2	4	2	-	-	-	4	2	2	1	1	-	-	-
	4%	5%	4%	6%	5%	4%	-	-	-	9%	9%	9%	8%	4%	-	-	-
Don't know/don't recall	1	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-
	1%	1%	2%	-	1%	2%	-	-	-	2%	4%	-	-	-	-	-	-
NET: 1 week or less	74	51	25	26	51	25	21	12	9	30	13	17	8	18	21	12	-
	65%	62%	53%	74%	62%	53%	58%	50%	75%	65%	57%	74%	67%	78%	58%	50%	-
NET: 1-4 weeks	33	26	19	7	26	19	15	12	3	11	7	4	3	4	15	12	-
	29%	32%	40%	20%	32%	40%	42%	50%	25%	24%	30%	17%	25%	17%	42%	50%	-
NET: A month or less	107	77	44	33	77	44	36	24	12	41	20	21	11	22	36	24	-
	95%	94%	94%	94%	94%	94%	100% ^{cd}	100%	100%	89%	87%	91%	92%	96%	100%	100%	-
NET: Up to 6 weeks	112	81	46	35	81	46	36	24	12	45	22	23	12	23	36	24	-
	99%	99%	98%	100%	99%	98%	100%	100%	100%	98%	96%	100%	100%	100%	100%	100%	-
NET: 1-6 weeks	112	81	46	35	81	46	36	24	12	45	22	23	12	23	36	24	-
	99%	99%	98%	100%	99%	98%	100%	100%	100%	98%	96%	100%	100%	100%	100%	100%	-
Mean	8.13	8.67	10.12	6.76	8.67	10.12	7.67	9.00	5.00	9.47	11.34	7.67	8.13	6.04	7.67	9.00	-
Standard Deviation	8.87	9.31	9.66	8.59	9.31	9.66	6.23	6.86	3.67	11.19	12.06	10.23	10.17	7.80	6.23	6.86	-
Standard Error	0.84	1.03	1.42	1.45	1.03	1.42	1.04	1.40	1.06	1.67	2.57	2.13	2.94	1.63	1.04	1.40	-

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

QG10ck: Fixed broadband - How long were you without a service?

Base : All switchers that had a period without this service (1 day to 6 weeks or DK)

		Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
			Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)								
Unweighted Base		153	153	80	73	153	80	58	38	20	95	42	53	31	42	58	38	-
Weighted Base		153	153	80*	73*	153	80*	58*	38*	20**	95*	42*	53*	31*	42*	58*	38*	-**
Up to half a day	(0.25)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 day	(1)	27	27	12	15	27	12	7	6	1	20	6	14	5	10	7	6	-
		18%	18%	15%	21%	18%	15%	12%	16%	5%	21%	14%	26%	16%	24%	12%	16%	-
2-3 days	(2.5)	42	42	18	24	42	18	15	9	6	27	9	18	11	13	15	9	-
		27%	27%	23%	33%	27%	23%	26%	24%	30%	28%	21%	34%	35%	31%	26%	24%	-
4-7 days	(5.5)	32	32	19	13	32	19	16	10	6	16	9	7	5	8	16	10	-
		21%	21%	24%	18%	21%	24%	28%	26%	30%	17%	21%	13%	16%	19%	28%	26%	-
1-2 weeks	(10.5)	23	23	11	12	23	11	11	7	4	12	4	8	6	6	11	7	-
		15%	15%	14%	16%	15%	14%	19%	18%	20%	13%	10%	15%	19%	14%	19%	18%	-
3-4 weeks	(24.5)	18	18	12	6	18	12	7	4	3	11	8	3	2	4	7	4	-
		12%	12%	15%	8%	12%	15%	12%	11%	15%	12%	19%ck	6%	6%	10%	12%	11%	-
5-6 weeks	(38.5)	7	7	5	2	7	5	1	1	-	6	4	2	1	1	1	1	-
		5%	5%	6%	3%	5%	6%	2%	3%	-	6%	10%	4%	3%	2%	2%	3%	-
6 weeks	(42)	1	1	1	-	1	1	1	1	-	-	-	-	-	-	1	1	-
		1%	1%	1%	-	1%	1%	2%	3%	-	-	-	-	-	-	2%	3%	-
Don't know/don't recall		3	3	2	1	3	2	-	-	-	3	2	1	1	-	-	-	-
		2%	2%	3%	1%	2%	3%	-	-	-	3%	5%	2%	3%	-	-	-	-
NET: 1 week or less		101	101	49	52	101	49	38	25	13	63	24	39	21	31	38	25	-
		66%	66%	61%	71%	66%	61%	66%	66%	65%	66%	57%	74%	68%	74%	66%	66%	-
NET: 1-4 weeks		41	41	23	18	41	23	18	11	7	23	12	11	8	10	18	11	-
		27%	27%	29%	25%	27%	29%	31%	29%	35%	24%	29%	21%	26%	24%	31%	29%	-
NET: A month or less		142	142	72	70	142	72	56	36	20	86	36	50	29	41	56	36	-
		93%	93%	90%	96%	93%	90%	97%	95%	100%	91%	86%	94%	94%	98%	97%	95%	-
NET: Up to 6 weeks		150	150	78	72	150	78	58	38	20	92	40	52	30	42	58	38	-
		98%	98%	98%	99%	98%	98%	100%	100%	100%	97%	95%	98%	97%	100%	100%	100%	-
NET: 1-6 weeks		150	150	78	72	150	78	58	38	20	92	40	52	30	42	58	38	-
		98%	98%	98%	99%	98%	98%	100%	100%	100%	97%	95%	98%	97%	100%	100%	100%	-
Mean		8.68	8.68	10.33ck	6.90	8.68	10.33ck	8.62	8.83	8.23	8.72	11.75ck	6.38	7.02	6.81	8.62	8.83	-
Standard Deviation		10.18	10.18	11.38	8.41	10.18	11.38	9.30	10.16	7.64	10.74	12.39	8.71	8.49	8.45	9.30	10.16	-
Standard Error		0.83	0.83	1.29	0.99	0.83	1.29	1.22	1.65	1.71	1.12	1.96	1.21	1.55	1.30	1.22	1.65	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
 * small base; ** very small base (under 30) intelligible for sig testing

QG10ck: Fixed broadband - How long were you without a service?

Base : All switchers that had a period without this service (1 day to 6 weeks or DK)

		Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
			Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
			Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base		153	105	53	52	105	53	43	27	16	62	26	36	19	33	43	27	-
Weighted Base		153	105	53*	52*	105	53*	43*	27**	16**	62*	26**	36*	19**	33*	43*	27**	-**
Up to half a day	(0.25)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 day	(1)	27	21	9	12	21	9	6	5	1	15	4	11	3	9	6	5	-
		18%	20%	17%	23%	20%	17%	14%	19%	6%	24%	15%	31%	16%	27%	14%	19%	-
2-3 days	(2.5)	42	28	11	17	28	11	10	5	5	18	6	12	7	10	10	5	-
		27%	27%	21%	33%	27%	21%	23%	19%	31%	29%	23%	33%	37%	30%	23%	19%	-
4-7 days	(5.5)	32	19	9	10	19	9	12	6	6	7	3	4	3	7	12	6	-
		21%	18%	17%	19%	18%	17%	28% ^{ab}	22%	38%	11%	12%	11%	16%	21%	28%	22%	-
1-2 weeks	(10.5)	23	17	10	7	17	10	10	7	3	7	3	4	3	4	10	7	-
		15%	16%	19%	13%	16%	19%	23%	26%	19%	11%	12%	11%	16%	12%	23%	26%	-
3-4 weeks	(24.5)	18	14	10	4	14	10	4	3	1	10	7	3	2	2	4	3	-
		12%	13%	19%	8%	13%	19%	9%	11%	6%	16%	27%	8%	11%	6%	9%	11%	-
5-6 weeks	(38.5)	7	5	3	2	5	3	1	1	-	4	2	2	1	1	1	1	-
		5%	5%	6%	4%	5%	6%	2%	4%	-	6%	8%	6%	5%	3%	2%	4%	-
6 weeks	(42)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/don't recall		3	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-
		2%	1%	2%	-	1%	2%	-	-	-	2%	4%	-	-	-	-	-	-
NET: 1 week or less		101	68	29	39	68	29	28	16	12	40	13	27	13	26	28	16	-
		66%	65%	55%	75% ^{abc}	65%	55%	65%	59%	75%	65%	50%	75%	68%	79%	65%	59%	-
NET: 1-4 weeks		41	31	20	11	31	20	14	10	4	17	10	7	5	6	14	10	-
		27%	30%	38%	21%	30%	38%	33%	37%	25%	27%	38%	19%	26%	18%	33%	37%	-
NET: A month or less		142	99	49	50	99	49	42	26	16	57	23	34	18	32	42	26	-
		93%	94%	92%	96%	94%	92%	98%	96%	100%	92%	88%	94%	95%	97%	98%	96%	-
NET: Up to 6 weeks		150	104	52	52	104	52	43	27	16	61	25	36	19	33	43	27	-
		98%	99%	98%	100%	99%	98%	100%	100%	100%	98%	96%	100%	100%	100%	100%	100%	-
NET: 1-6 weeks		150	104	52	52	104	52	43	27	16	61	25	36	19	33	43	27	-
		98%	99%	98%	100%	99%	98%	100%	100%	100%	98%	96%	100%	100%	100%	100%	100%	-
Mean		8.68	8.75	10.61	6.88	8.75	10.61	7.87	8.74	6.41	9.36	12.62	7.10	8.21	6.12	7.87	8.74	-
Standard Deviation		10.18	10.10	10.89	8.96	10.10	10.89	8.10	9.22	5.70	11.33	12.33	10.14	10.19	8.24	8.10	9.22	-
Standard Error		0.83	0.99	1.51	1.24	0.99	1.51	1.23	1.77	1.43	1.45	2.47	1.69	2.34	1.43	1.23	1.77	-

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

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Table 435

QG10cl: Fixed landline - How long were you without a service?

Base : All switchers that had a period without this service and did not want a break in service (1 day to 6 weeks or DK)

		Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
			Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
			Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base		100	100	57	43	100	57	40	26	14	60	31	29	20	23	40	26	-
Weighted Base		100	100	57*	43*	100	57*	40*	26**	14**	60*	31*	29**	20**	23**	40*	26**	-.*
Up to half a day	(0.25)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 day	(1)	14	14	7	7	14	7	5	3	2	9	4	5	3	4	5	3	-
		14%	14%	12%	16%	14%	12%	13%	12%	14%	15%	13%	17%	15%	17%	13%	12%	-
2-3 days	(2.5)	22	22	11	11	22	11	7	3	4	15	8	7	6	5	7	3	-
		22%	22%	19%	26%	22%	19%	18%	12%	29%	25%	26%	24%	30%	22%	18%	12%	-
4-7 days	(5.5)	32	32	19	13	32	19	13	9	4	19	10	9	4	9	13	9	-
		32%	32%	33%	30%	32%	33%	33%	35%	29%	32%	32%	31%	20%	39%	33%	35%	-
1-2 weeks	(10.5)	22	22	12	10	22	12	13	9	4	9	3	6	6	4	13	9	-
		22%	22%	21%	23%	22%	21%	33% d	35%	29%	15%	10%	21%	30%	17%	33%	35%	-
3-4 weeks	(24.5)	5	5	5	-	5	5	2	2	-	3	3	-	-	-	2	2	-
		5%	5%	9%	-	5%	9%	5%	8%	-	5%	10% sc	-	-	-	5%	8%	-
5-6 weeks	(38.5)	5	5	3	2	5	3	-	-	-	5	3	2	1	1	-	-	-
		5%	5%	5%	5%	5%	5%	-	-	-	8%	10% d	7%	5%	4%	-	-	-
Don't know/don't recall		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 1 week or less		68	68	37	31	68	37	25	15	10	43	22	21	13	18	25	15	-
		68%	68%	65%	72%	68%	65%	63%	58%	71%	72%	71%	72%	65%	78%	63%	58%	-
NET: 1-4 weeks		27	27	17	10	27	17	15	11	4	12	6	6	6	4	15	11	-
		27%	27%	30%	23%	27%	30%	38%	42%	29%	20%	19%	21%	30%	17%	38%	42%	-
NET: A month or less		95	95	54	41	95	54	40	26	14	55	28	27	19	22	40	26	-
		95%	95%	95%	95%	95%	95%	100% d	100%	100%	92%	90%	93%	95%	96%	100%	100%	-
NET: Up to 6 weeks		100	100	57	43	100	57	40	26	14	60	31	29	20	23	40	26	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
NET: 1-6 weeks		100	100	57	43	100	57	40	26	14	60	31	29	20	23	40	26	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Mean		7.91	7.91	8.82	6.70	7.91	8.82	6.99	7.83	5.43	8.52	9.66	7.31	7.07	6.37	6.99	7.83	-
Standard Deviation		8.82	8.82	9.43	7.88	8.82	9.43	5.37	5.98	3.68	10.51	11.61	9.25	8.28	7.68	5.37	5.98	-
Standard Error		0.88	0.88	1.25	1.20	0.88	1.25	0.85	1.17	0.98	1.36	2.08	1.72	1.85	1.60	0.85	1.17	-

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

QG10cl: Fixed landline - How long were you without a service?

Base : All switchers that had a period without this service and did not want a break in service (1 day to 6 weeks or DK)

		Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
			Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)		
			Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)						Dual ORS (k)	
Unweighted Base		100	72	41	31	72	41	33	22	11	39	19	20	12	19	33	22	-	
Weighted Base		100	72*	41*	31*	72*	41*	33*	22**	11**	39*	19**	20**	12**	19**	33*	22**	-.*	
Up to half a day	(0.25)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1 day	(1)	14	10	5	5	10	5	4	2	2	6	3	3	1	4	4	2	-	
		14%	14%	12%	16%	14%	12%	12%	9%	18%	15%	16%	15%	8%	21%	12%	9%	-	
2-3 days	(2.5)	22	15	7	8	15	7	5	2	3	10	5	5	4	4	5	2	-	
		22%	21%	17%	26%	21%	17%	15%	9%	27%	26%	26%	25%	33%	21%	15%	9%	-	
4-7 days	(5.5)	32	21	11	10	21	11	10	7	3	11	4	7	3	7	10	7	-	
		32%	29%	27%	32%	29%	27%	30%	32%	27%	28%	21%	35%	25%	37%	30%	32%	-	
1-2 weeks	(10.5)	22	17	11	6	17	11	12	9	3	5	2	3	3	3	12	9	-	
		22%	24%	27%	19%	24%	27%	36% ^{id}	41%	27%	13%	11%	15%	25%	16%	36%	41%	-	
3-4 weeks	(24.5)	5	5	5	-	5	5	2	2	-	3	3	-	-	-	2	2	-	
		5%	7%	12% ^{ic}	-	7%	12% ^{ic}	6%	9%	-	8%	16%	-	-	-	6%	9%	-	
5-6 weeks	(38.5)	5	4	2	2	4	2	-	-	-	4	2	2	1	1	-	-	-	
		5%	6%	5%	6%	6%	5%	-	-	-	10%	11%	10%	8%	5%	-	-	-	
Don't know/don't recall		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: 1 week or less		68	46	23	23	46	23	19	11	8	27	12	15	8	15	19	11	-	
		68%	64%	56%	74%	64%	56%	58%	50%	73%	69%	63%	75%	67%	79%	58%	50%	-	
NET: 1-4 weeks		27	22	16	6	22	16	14	11	3	8	5	3	3	3	14	11	-	
		27%	31%	39%	19%	31%	39%	42% ^{id}	50%	27%	21%	26%	15%	25%	16%	42%	50%	-	
NET: A month or less		95	68	39	29	68	39	33	22	11	35	17	18	11	18	33	22	-	
		95%	94%	95%	94%	94%	95%	100%	100%	100%	90%	89%	90%	92%	95%	100%	100%	-	
NET: Up to 6 weeks		100	72	41	31	72	41	33	22	11	39	19	20	12	19	33	22	-	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	
NET: 1-6 weeks		100	72	41	31	72	41	33	22	11	39	19	20	12	19	33	22	-	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	
Mean		7.91	8.58	9.71	7.10	8.58	9.71	7.47	8.59	5.23	9.53	11.00	8.13	8.13	6.45	7.47	8.59	-	
Standard Deviation		8.82	9.37	9.61	8.99	9.37	9.61	5.65	6.15	3.76	11.63	12.57	10.81	10.17	8.38	5.65	6.15	-	
Standard Error		0.88	1.10	1.50	1.61	1.10	1.50	0.98	1.31	1.13	1.86	2.88	2.42	2.94	1.92	0.98	1.31	-	

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

QG10cm: Fixed broadband - How long were you without a service?

Base : All switchers that had a period without this service and did not want a break in service (1 day to 6 weeks or DK)

		Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
			Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
			Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base		141	141	73	68	141	73	53	35	18	88	38	50	31	37	53	35	-
Weighted Base		141	141	73*	68*	141	73*	53*	35*	18**	88*	38*	50*	31*	37*	53*	35*	-**
Up to half a day	(0.25)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 day	(1)	26	26	11	15	26	11	7	6	1	19	5	14	5	10	7	6	-
		18%	18%	15%	22%	18%	15%	13%	17%	6%	22%	13%	28%	16%	27%	13%	17%	-
2-3 days	(2.5)	38	38	16	22	38	16	12	7	5	26	9	17	11	11	12	7	-
		27%	27%	22%	32%	27%	22%	23%	20%	28%	30%	24%	34%	35%	30%	23%	20%	-
4-7 days	(5.5)	31	31	18	13	31	18	16	10	6	15	8	7	5	8	16	10	-
		22%	22%	25%	19%	22%	25%	30%	29%	33%	17%	21%	14%	16%	22%	30%	29%	-
1-2 weeks	(10.5)	20	20	10	10	20	10	11	7	4	9	3	6	6	4	11	7	-
		14%	14%	14%	15%	14%	14%	21%	20%	22%	10%	8%	12%	19%	11%	21%	20%	-
3-4 weeks	(24.5)	15	15	10	5	15	10	5	3	2	10	7	3	2	3	5	3	-
		11%	11%	14%	7%	11%	14%	9%	9%	11%	11%	18%	6%	6%	8%	9%	9%	-
5-6 weeks	(38.5)	7	7	5	2	7	5	1	1	-	6	4	2	1	1	1	1	-
		5%	5%	7%	3%	5%	7%	2%	3%	-	7%	11%	4%	3%	3%	2%	3%	-
6 weeks	(42)	1	1	1	-	1	1	1	1	-	-	-	-	-	-	1	1	-
		1%	1%	1%	-	1%	1%	2%	3%	-	-	-	-	-	-	2%	3%	-
Don't know/don't recall		3	3	2	1	3	2	-	-	-	3	2	1	1	-	-	-	-
		2%	2%	3%	1%	2%	3%	-	-	-	3%	5%	2%	3%	-	-	-	-
NET: 1 week or less		95	95	45	50	95	45	35	23	12	60	22	38	21	29	35	23	-
		67%	67%	62%	74%	67%	62%	66%	66%	67%	68%	58%	76%	68%	78%	66%	66%	-
NET: 1-4 weeks		35	35	20	15	35	20	16	10	6	19	10	9	8	7	16	10	-
		25%	25%	27%	22%	25%	27%	30%	29%	33%	22%	26%	18%	26%	19%	30%	29%	-
NET: A month or less		130	130	65	65	130	65	51	33	18	79	32	47	29	36	51	33	-
		92%	92%	89%	96%	92%	89%	96%	94%	100%	90%	84%	94%	94%	97%	96%	94%	-
NET: Up to 6 weeks		138	138	71	67	138	71	53	35	18	85	36	49	30	37	53	35	-
		98%	98%	97%	99%	98%	97%	100%	100%	100%	97%	95%	98%	97%	100%	100%	100%	-
NET: 1-6 weeks		138	138	71	67	138	71	53	35	18	85	36	49	30	37	53	35	-
		98%	98%	97%	99%	98%	97%	100%	100%	100%	97%	95%	98%	97%	100%	100%	100%	-
Mean		8.55	8.55	10.35ck	6.66	8.55	10.35ck	8.37	8.74	7.64	8.67	11.90ck	6.30	7.02	6.36	8.37	8.74	-
Standard Deviation		10.27	10.27	11.55	8.39	10.27	11.55	9.11	10.14	6.88	10.98	12.72	8.92	8.49	8.41	9.11	10.14	-
Standard Error		0.87	0.87	1.37	1.02	0.87	1.37	1.25	1.71	1.62	1.19	2.12	1.27	1.55	1.38	1.25	1.71	-

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

QG10cm: Fixed broadband - How long were you without a service?

Base : All switchers that had a period without this service and did not want a break in service (1 day to 6 weeks or DK)

		Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
			Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)		
			Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)						Dual ORS (k)	
Unweighted Base		141	96	47	49	96	47	39	24	15	57	23	34	19	30	39	24	-	
Weighted Base		141	96*	47*	49*	96*	47*	39*	24**	15**	57*	23**	34*	19**	30*	39*	24**	-**	
Up to half a day	(0.25)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1 day	(1)	26	21	9	12	21	9	6	5	1	15	4	11	3	9	6	5	-	
		18%	22%	19%	24%	22%	19%	15%	21%	7%	26%	17%	32%	16%	30%	15%	21%	-	
2-3 days	(2.5)	38	24	9	15	24	9	7	3	4	17	6	11	7	8	7	3	-	
		27%	25%	19%	31%	25%	19%	18%	13%	27%	30%	26%	32%	37%	27%	18%	13%	-	
4-7 days	(5.5)	31	18	8	10	18	8	12	6	6	6	2	4	3	7	12	6	-	
		22%	19%	17%	20%	19%	17%	31%	25%	40%	11%	9%	12%	16%	23%	31%	25%	-	
1-2 weeks	(10.5)	20	15	9	6	15	9	10	7	3	5	2	3	3	3	10	7	-	
		14%	16%	19%	12%	16%	19%	26%	29%	20%	9%	9%	9%	16%	10%	26%	29%	-	
3-4 weeks	(24.5)	15	12	8	4	12	8	3	2	1	9	6	3	2	2	3	2	-	
		11%	13%	17%	8%	13%	17%	8%	8%	7%	16%	26%	9%	11%	7%	8%	8%	-	
5-6 weeks	(38.5)	7	5	3	2	5	3	1	1	-	4	2	2	1	1	1	1	-	
		5%	5%	6%	4%	5%	6%	3%	4%	-	7%	9%	6%	5%	3%	3%	4%	-	
6 weeks	(42)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know/don't recall		3	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-	
		2%	1%	2%	-	1%	2%	-	-	-	2%	4%	-	-	-	-	-	-	
NET: 1 week or less		95	63	26	37	63	26	25	14	11	38	12	26	13	24	25	14	-	
		67%	66%	55%	76% ^{nl}	66%	55%	64%	58%	73%	67%	52%	76%	68%	80%	64%	58%	-	
NET: 1-4 weeks		35	27	17	10	27	17	13	9	4	14	8	6	5	5	13	9	-	
		25%	28%	36%	20%	28%	36%	33%	38%	27%	25%	35%	18%	26%	17%	33%	38%	-	
NET: A month or less		130	90	43	47	90	43	38	23	15	52	20	32	18	29	38	23	-	
		92%	94%	91%	96%	94%	91%	97%	96%	100%	91%	87%	94%	95%	97%	97%	96%	-	
NET: Up to 6 weeks		138	95	46	49	95	46	39	24	15	56	22	34	19	30	39	24	-	
		98%	99%	98%	100%	99%	98%	100%	100%	100%	98%	96%	100%	100%	100%	100%	100%	-	
NET: 1-6 weeks		138	95	46	49	95	46	39	24	15	56	22	34	19	30	39	24	-	
		98%	99%	98%	100%	99%	98%	100%	100%	100%	98%	96%	100%	100%	100%	100%	100%	-	
Mean		8.55	8.67	10.47	6.99	8.67	10.47	7.86	8.60	6.67	9.24	12.50	7.13	8.21	6.22	7.86	8.60	-	
Standard Deviation		10.27	10.23	11.06	9.18	10.23	11.06	7.93	9.05	5.81	11.60	12.82	10.40	10.19	8.56	7.93	9.05	-	
Standard Error		0.87	1.05	1.63	1.31	1.05	1.63	1.27	1.85	1.50	1.55	2.73	1.78	2.34	1.56	1.27	1.85	-	

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

QG11: Did you want the break in service?

Base : All switchers that had a period without service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual		Triple/ Dual		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	252	252	144	108	225	117	89	57	32	136	60	76	45	63	116	84	27
Weighted Base	252	252	144	108	225	117	89*	57*	32*	136	60*	76*	45*	63*	116	84*	27**
Yes	23	23	17	6	13	7	6	3	3	7	4	3	2	4	16	13	10
	9%	9%	12% di	6%	6%	6%	7%	5%	9%	5%	7%	4%	4%	6%	14%	15%	37%
No	213	213	118	95	198	103	79	52	27	119	51	68	42	53	94	67	15
	85%	85%	82%	88%	88%	88%	89%	91%	84%	88%	85%	89%	93%	84%	81%	80%	56%
Don't know	16	16	9	7	14	7	4	2	2	10	5	5	1	6	6	4	2
	6%	6%	6%	6%	6%	6%	4%	4%	6%	7%	8%	7%	2%	10%	5%	5%	7%

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

QG11: Did you want the break in service?

Base : All switchers that had a period without service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	252	183	102	81	167	86	68	44	24	99	42	57	31	50	84	60	16
Weighted Base	252	183	102	81*	167	86*	68*	44*	24**	99*	42*	57*	31*	50*	84*	60*	16**
Yes	23	17	13	4	11	7	4	3	1	7	4	3	2	2	10	9	6
	9%	9%	13%	5%	7%	8%	6%	7%	4%	7%	10%	5%	6%	4%	12%	15%	38%
No	213	153	82	71	144	73	60	39	21	84	34	50	28	43	69	48	9
	85%	84%	80%	88%	86%	85%	88%	89%	88%	85%	81%	88%	90%	86%	82%	80%	56%
Don't know	16	13	7	6	12	6	4	2	2	8	4	4	1	5	5	3	1
	6%	7%	7%	7%	7%	7%	6%	5%	8%	8%	10%	7%	3%	10%	6%	5%	6%

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

QG12 Why did you have a period without service?

Base : All switchers that had a period without service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	252	252	144	108	225	117	89	57	32	136	60	76	45	63	116	84	27
Weighted Base	252	252	144	108	225	117	89*	57*	32*	136	60*	76*	45*	63*	116	84*	27**
Delay in service activation	58 23%	58 23%	29 20%	29 27%	52 23%	23 20%	18 20%	14 25%	4 13%	34 25%	9 15%	25 33% ^{abeh}	13 29%	16 25%	24 21%	6 24%	6 22%
The new provider gave me a starting date that was after the end of my previous contract	43 17%	43 17%	23 16%	20 19%	37 16%	17 15%	22 25% ^{ik}	10 18%	12 38% ^{abcdegijk}	15 11%	7 12%	8 11%	7 16%	13 21%	28 24%	16 19%	6 22%
There was a fault with the line	41 16%	41 16%	25 17%	16 15%	39 17%	23 20%	13 15%	10 18%	3 9%	26 19%	13 22%	13 17%	10 22%	6 10%	15 13%	12 14%	2 7%
Delay in broadband installation	33 13%	33 13%	16 11%	17 16%	31 14%	14 12%	12 13%	7 12%	5 16%	19 14%	7 12%	12 16%	9 20%	8 13%	14 12%	9 11%	2 7%
Delay in landline installation	24 10%	24 10%	18 13% ^{ik}	6 6%	23 10%	17 15% ^{ck}	11 12%	8 14% ^{ik}	3 9%	12 9%	9 15% ^{ck}	3 4%	3 7%	3 5%	12 10%	9 11%	1 4%
To switch on a particular date, that I wanted	22 9%	22 9%	15 10%	7 6%	18 8%	11 9%	9 10%	5 9%	4 13%	9 7%	6 10%	3 4%	5 11%	2 3%	13 11%	9 11%	4 15%
Problems/a fault with the equipment (e.g. satellite dish, cable box, broadband router)	21 8%	21 8%	14 10%	7 6%	19 8%	12 10%	9 10%	7 12%	2 6%	10 7%	5 8%	5 7%	4 9%	3 5%	11 9%	9 11%	2 7%
Delay in delivery of the equipment	18 7%	18 7%	10 7%	8 7%	16 7%	8 7%	4 4%	3 5%	1 3%	12 9%	5 8%	7 9%	5 11%	3 5%	6 5%	5 6%	2 7%
Previous service not cancelled correctly	17 7%	17 7%	7 5%	10 9%	17 8%	7 6%	8 9%	4 7%	4 13%	9 7%	3 5%	6 8%	6 13%	4 6%	8 7%	4 5%	-
Delay in cable installation	16 6%	16 6%	11 8%	5 5%	15 7%	10 9%	8 9%	6 11%	2 6%	7 5%	4 7%	3 4%	1 2%	4 6%	9 8%	7 8%	1 4%
I cancelled my previous service before arranging my new one	10 4%	10 4%	8 6% ^{ik}	2 2%	7 3%	5 4%	5 6% ^{ik}	3 5% ^{ik}	2 6% ^{ik}	2 1%	2 3%	-	1 2%	1 2%	8 7%	6 7%	3 11%
Delay in satellite dish installation	5 2%	5 2%	3 2%	2 2%	4 2%	2 2%	4 4% ^{kl}	2 4% ^{kl}	2 6% ^{ik}	-	-	-	1 2%	1 2%	5 4%	3 4%	1 4%
The wrong equipment was provided /needed something extra	4 2%	4 2%	3 2%	1 1%	4 2%	3 3%	1 1%	1 2%	-	3 2%	2 3%	1 1%	1 2%	-	1 1%	1 1%	-
Other	27 11%	27 11%	17 12%	10 9%	25 11%	15 13%	6 7%	4 7%	2 6%	19 14%	11 18% ^{kl}	8 11%	5 11%	5 8%	8 7%	6 7%	2 7%
Don't know/can't recall	22 9%	22 9%	9 6%	13 12%	21 9%	8 7%	8 9%	5 9%	3 9%	13 10%	3 5%	10 13%	2 4%	11 17% ^{kl}	9 8%	6 7%	1 4%
NET: DELAYS WITH SERVICE INSTALLATION/ACTIVATION	103 41%	103 41%	58 40%	45 42%	93 41%	48 41%	35 39%	24 42%	11 34%	58 43%	24 40%	34 45%	20 44%	25 40%	45 39%	34 40%	10 37%
Mean number of mentions	1.3	1.3	1.3	1.3	1.3	1.4	1.5	1.5	1.5 ^{kl}	1.2	1.2	1.3	1.4	1.3	1.4	1.4	1.1
NET: ISSUES WITH EQUIPMENT	41 16%	41 16%	25 17%	16 15%	37 16%	21 18%	13 15%	10 18%	3 9%	24 18%	11 18%	13 17%	10 22%	6 10%	17 15%	14 17%	4 15%
Mean number of mentions	1.0	1.0	1.1	1.0	1.1	1.1	1.1	1.1	1.0	1.0	1.1	1.0	1.0	1.0	1.1	1.1	1.0
NET: DIFFICULTIES CO-ORDINATING	85 34%	85 34%	50 35% ^{ik}	35 32%	72 32%	37 32%	40 45% ^{dijk}	21 37% ^{ik}	19 59% ^{abcdegijk}	32 24%	16 27%	16 21%	17 38%	18 29%	53 46%	34 40%	13 48%
Mean number of mentions	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.0	1.2	1.1	1.1	1.1	1.1	1.1	1.1	1.0	1.0

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

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QG12 Why did you have a period without service?

Base : All switchers that had a period without service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	252	183	102	81	167	86	68	44	24	99	42	57	31	50	84	60	16
Weighted Base	252	183	102	81*	167	86*	68*	44*	24**	99*	42*	57*	31*	50*	84*	60*	16**
Delay in service activation	58 23%	48 26%	24 24%	24 30%	43 26%	19 22%	15 22%	12 27%	3 13%	28 28%	7 17%	21 37% d	9 29%	15 30%	20 24%	17 28%	5 31%
The new provider gave me a starting date that was after the end of my previous contract	43 17%	26 14%	16 16%	10 12%	22 13%	12 14%	15 22% dk	8 18% dk	7 29%	7 7%	4 10%	3 5%	3 10%	7 14%	19 23%	12 20%	4 25%
There was a fault with the line	41 16%	37 20%	22 22%	15 19%	36 22%	21 24%	12 18%	9 20%	3 13%	24 24%	12 29%	12 21%	10 32% dm	5 10%	13 15%	10 17%	1 6%
Delay in broadband installation	33 13%	24 13%	10 10%	14 17%	22 13%	8 9%	8 12%	3 7%	5 21%	14 14%	5 12%	9 16%	7 23%	7 14%	10 12%	5 8%	2 13%
Delay in landline installation	24 10%	20 11%	14 14%	6 7%	19 11%	13 15%	10 15%	7 16%	3 13%	9 9%	6 14%	3 5%	3 10%	3 6%	11 13%	8 13%	1 6%
To switch on a particular date, that I wanted	22 9%	13 7%	9 9%	4 5%	11 7%	7 8%	6 9%	4 9%	2 8%	5 5%	3 7%	2 4%	3 10%	1 2%	8 10%	6 10%	2 13%
Problems/a fault with the equipment (e.g. satellite dish, cable box, broadband router)	21 8%	17 9%	10 10%	7 9%	16 10%	9 10%	6 9%	4 9%	2 8%	10 10%	5 12%	5 9%	4 13%	3 6%	7 8%	5 8%	1 6%
Delay in delivery of the equipment	18 7%	12 7%	6 6%	6 7%	12 7%	6 7%	4 6%	3 7%	1 4%	8 8%	3 7%	5 9%	3 10%	3 6%	4 5%	3 5%	-
Previous service not cancelled correctly	17 7%	14 8%	6 6%	8 10%	14 8%	6 7%	8 12%	4 9%	4 17%	6 6%	2 5%	4 7%	5 16%	3 6%	8 10%	4 7%	-
Delay in cable installation	16 6%	9 5%	6 6%	3 4%	9 5%	6 7%	5 7%	3 7%	2 8%	4 4%	3 7%	1 2%	-	3 6%	5 6%	3 5%	-
I cancelled my previous service before arranging my new one	10 4%	7 4%	6 6%	1 1%	5 3%	4 5%	4 6%	3 7% dk	1 4%	1 1%	1 2%	-	1 3%	-	6 7%	5 8%	2 13%
Delay in satellite dish installation	5 2%	3 2%	2 2%	1 1%	3 2%	2 2%	3 4% d	2 5% d	1 4%	-	-	-	1 3%	-	3 4%	2 3%	-
The wrong equipment was provided /needed something extra	4 2%	4 2%	3 3%	1 1%	4 2%	3 3%	1 1%	1 2%	-	3 3%	2 5%	1 2%	1 3%	-	1 1%	1 2%	-
Other	27 11%	22 12%	13 13%	9 11%	20 12%	11 13%	6 9%	4 9%	2 8%	14 14%	7 17%	7 12%	4 13%	5 10%	8 10%	6 10%	2 13%
Don't know/can't recall	22 9%	18 10%	6 6%	12 15% b	18 11%	6 7%	7 10%	4 9%	3 13%	11 11%	2 5%	9 16% b	2 6%	10 20%	7 8%	4 7%	-
NET: DELAYS WITH SERVICE INSTALLATION/ACTIVATION	103 41%	79 43%	44 43%	35 43%	71 43%	36 42%	27 40%	18 41%	9 38%	44 44%	18 43%	26 46%	14 45%	21 42%	35 42%	26 43%	8 50%
Mean number of mentions	1.3	1.3	1.3	1.4	1.4	1.3	1.5	1.5	1.6	1.3	1.2	1.3	1.4	1.3	1.4	1.3	1.0
NET: ISSUES WITH EQUIPMENT	41 16%	31 17%	17 17%	14 17%	30 18%	16 19%	10 15%	7 16%	3 13%	20 20%	9 21%	11 19%	8 26%	6 12%	11 13%	8 13%	1 6%
Mean number of mentions	1.0	1.1	1.1	1.0	1.1	1.1	1.1	1.1	1.0	1.0	1.1	1.0	1.0	1.0	1.1	1.1	1.0
NET: DIFFICULTIES CO-ORDINATING	85 34%	55 30% dk	35 34% dk	20 25%	47 28% dk	27 31% dk	30 44% aacdijk	18 41% dk	12 50%	17 17%	9 21%	8 14%	10 32%	10 20%	38 45%	26 43%	8 50%
Mean number of mentions	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.2	1.1	1.1	1.1	1.2	1.1	1.1	1.0	1.0

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

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QG12 Why did you have a period without service?

Base : All switchers that had a period without service and did not want a break in service

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	213	213	118	95	198	103	79	52	27	119	51	68	42	53	94	67	15
Weighted Base	213	213	118	95*	198	103	79*	52*	27**	119	51*	68*	42*	53*	94*	67*	15**
Delay in service activation	53 25%	53 25%	26 22%	27 28%	48 24%	21 20%	18 23%	14 27%	4 15%	30 25%	7 14%	23 34%	13 31%	14 26%	23 24%	19 28%	5 33%
The new provider gave me a starting date that was after the end of my previous contract	36 17%	36 17%	20 17%	16 17%	31 16%	15 15%	18 23%	9 17%	9 33%	13 11%	6 12%	7 10%	6 14%	10 19%	23 24%	14 21%	5 33%
There was a fault with the line	35 16%	35 16%	21 18%	14 15%	34 17%	20 19%	12 15%	10 19%	2 7%	22 18%	10 20%	12 18%	8 19%	6 11%	13 14%	11 16%	1 7%
Delay in broadband installation	29 14%	29 14%	14 12%	15 16%	28 14%	13 13%	11 14%	6 12%	5 19%	17 14%	7 14%	10 15%	9 21%	6 11%	12 13%	7 10%	1 7%
Delay in landline installation	20 9%	20 9%	15 13%	5 5%	20 10%	15 15%	11 14%	8 15%	3 11%	9 8%	7 14%	2 3%	3 7%	2 4%	11 12%	8 12%	- -
Problems/a fault with the equipment (e.g. satellite dish, cable box, broadband router)	19 9%	19 9%	14 12%	5 5%	17 9%	12 12%	8 10%	7 13%	1 4%	9 8%	5 10%	4 6%	2 5%	3 6%	10 11%	9 13%	2 13%
To switch on a particular date, that I wanted	17 8%	17 8%	10 8%	7 7%	15 8%	8 8%	8 10%	4 8%	4 15%	7 6%	4 8%	3 4%	5 12%	2 4%	10 11%	6 9%	2 13%
Delay in delivery of the equipment	16 8%	16 8%	9 8%	7 7%	15 8%	8 8%	4 5%	3 6%	1 4%	11 9%	5 10%	6 9%	5 12%	2 4%	5 5%	4 6%	1 7%
Previous service not cancelled correctly	15 7%	15 7%	7 6%	8 8%	15 8%	7 7%	8 10%	4 8%	4 15%	7 6%	3 6%	4 6%	5 12%	3 6%	8 9%	4 6%	- -
Delay in cable installation	13 6%	13 6%	10 8%	3 3%	12 6%	9 9%	6 8%	5 10%	1 4%	6 5%	4 8%	2 3%	1 2%	2 4%	7 7%	6 9%	1 7%
The wrong equipment was provided /needed something extra	4 2%	4 2%	3 3%	1 1%	4 2%	3 3%	1 1%	1 2%	- -	3 3%	2 4%	1 1%	1 2%	- -	1 1%	1 1%	- -
I cancelled my previous service before arranging my new one	4 2%	4 2%	3 3%	1 1%	4 2%	3 3%	2 3%	1 2%	1 4%	2 2%	2 4%	- -	1 2%	- -	2 2%	1 1%	- -
Delay in satellite dish installation	3 1%	3 1%	2 2%	1 1%	2 1%	1 1%	2 3%	1 2%	1 4%	- -	- -	- -	1 2%	- -	3 3%	2 3%	1 7%
Other	21 10%	21 10%	12 10%	9 9%	21 11%	12 12%	6 8%	4 8%	2 7%	15 13%	8 16%	7 10%	5 12%	4 8%	6 6%	4 6%	- -
Don't know/can't recall	20 9%	20 9%	8 7%	12 13%	20 10%	8 8%	8 10%	5 10%	3 11%	12 10%	3 6%	9 13%	1 2%	11 21%	8 9%	5 7%	- -
NET: DELAYS WITH SERVICE INSTALLATION/ACTIVATION	90 42%	90 42%	50 42%	40 42%	83 42%	43 42%	32 41%	23 44%	9 33%	51 43%	20 39%	31 46%	20 48%	20 38%	39 41%	30 45%	7 47%
Mean number of mentions	1.3	1.3	1.3	1.3	1.3	1.4	1.5	1.5	1.6	1.2	1.3	1.2	1.4	1.2	1.4	1.4	1.1
NET: ISSUES WITH EQUIPMENT	37 17%	37 17%	24 20%	13 14%	34 17%	21 20%	12 15%	10 19%	2 7%	22 18%	11 22%	11 16%	8 19%	5 9%	15 16%	13 19%	3 20%
Mean number of mentions	1.1	1.1	1.1	1.0	1.1	1.1	1.1	1.1	1.0	1.0	1.1	1.0	1.0	1.0	1.1	1.1	1.0
NET: DIFFICULTIES CO-ORDINATING	66 31%	66 31%	38 32%	28 29%	59 30%	31 30%	32 41%	17 33%	15 56%	27 23%	14 27%	13 19%	15 36%	13 25%	39 41%	24 36%	7 47%
Mean number of mentions	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.2	1.1	1.1	1.1	1.1	1.2	1.1	1.0	1.0

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

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QG12 Why did you have a period without service?

Base : All switchers that had a period without service and did not want a break in service

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	213	153	82	71	144	73	60	39	21	84	34	50	28	43	69	48	9
Weighted Base	213	153	82*	71*	144	73*	60*	39*	21**	84*	34*	50*	28**	43*	69*	48*	9**
Delay in service	53	44	22	22	40	18	15	12	3	25	6	19	9	13	19	16	4
activation	25%	29%	27%	31%	28%	25%	25%	31%	14%	30%	18%	38% <u>ik</u>	32%	30%	28%	33%	44%
The new provider gave me a starting date that was after the end of my previous contract	36	22	14	8	18	10	12	7	5	6	3	3	2	6	16	11	4
	17%	14%	17%	11%	13%	14%	20% <u>ik</u>	18%	24%	7%	9%	6%	7%	14%	23%	23%	44%
There was a fault with the line	35	31	18	13	31	18	11	9	2	20	9	11	8	5	11	9	-
	16%	20%	22%	18%	22%	25%	18%	23%	10%	24%	26%	22%	29%	12%	16%	19%	-
Delay in broadband installation	29	20	8	12	19	7	7	2	5	12	5	7	7	5	8	3	1
	14%	13%	10%	17%	13%	10%	12%	5%	24%	14%	15%	14%	25%	12%	12%	6%	11%
Delay in landline installation	20	16	11	5	16	11	10	7	3	6	4	2	3	2	10	7	-
	9%	10%	13%	7%	11%	15%	17% <u>ik</u>	18% <u>ik</u>	14%	7%	12%	4%	11%	5%	14%	15%	-
Problems/a fault with the equipment (e.g. satellite dish, cable box, broadband router)	19	15	10	5	14	9	5	4	1	9	5	4	2	3	6	5	1
	9%	10%	12%	7%	10%	12%	8%	10%	5%	11%	15%	8%	7%	7%	9%	10%	11%
To switch on a particular date, that I wanted	17	9	5	4	8	4	5	3	2	3	1	2	3	1	6	4	1
	8%	6%	6%	6%	6%	5%	8%	8%	10%	4%	3%	4%	11%	2%	9%	8%	11%
Delay in delivery of the equipment	16	11	6	5	11	6	4	3	1	7	3	4	3	2	4	3	-
	8%	7%	7%	7%	8%	8%	7%	8%	5%	8%	9%	8%	11%	5%	6%	6%	-
Previous service not cancelled correctly	15	12	6	6	12	6	8	4	4	4	2	2	4	2	8	4	-
	7%	8%	7%	8%	8%	8%	13%	10%	19%	5%	6%	4%	14%	5%	12%	8%	-
Delay in cable installation	13	6	5	1	6	5	3	2	1	3	3	-	-	1	3	2	-
	6%	4%	6%	1%	4%	7%	5%	5%	5%	4%	9% <u>ik</u>	-	-	2%	4%	4%	-
The wrong equipment was provided /needed something extra	4	4	3	1	4	3	1	1	-	3	2	1	1	-	1	1	-
	2%	3%	4%	1%	3%	4%	2%	3%	-	4%	6%	2%	4%	-	1%	2%	-
I cancelled my previous service before arranging my new one	4	3	2	1	3	2	2	1	1	1	1	-	1	-	2	1	-
	2%	2%	2%	1%	2%	3%	3%	3%	5%	1%	3%	-	4%	-	3%	2%	-
Delay in satellite dish installation	3	2	1	1	2	1	2	1	1	-	-	-	1	-	2	1	-
	1%	1%	1%	1%	1%	1%	3%	3%	5%	-	-	-	4%	-	3%	2%	-
Other	21	16	8	8	16	8	6	4	2	10	4	6	4	4	6	4	-
	10%	10%	10%	11%	11%	11%	10%	10%	10%	12%	12%	12%	14%	9%	9%	8%	-
Don't know/can't recall	20	17	6	11	17	6	7	4	3	10	2	8	1	10	7	4	-
	9%	11%	7%	15%	12%	8%	12%	10%	14%	12%	6%	16%	4%	23%	10%	8%	-
NET: DELAYS WITH SERVICE	90	68	37	31	63	32	25	17	8	38	15	23	14	17	30	22	5
INSTALLATION/ACTIVATION	42%	44%	45%	44%	44%	44%	42%	44%	38%	45%	44%	46%	50%	40%	43%	46%	56%
Mean number of mentions	1.3	1.3	1.3	1.3	1.3	1.3	1.5	1.4	1.6	1.2	1.2	1.2	1.4	1.2	1.4	1.3	1.0
NET: ISSUES WITH EQUIPMENT	37	28	17	11	27	16	9	7	2	18	9	9	6	5	10	8	1
	17%	18%	21%	15%	19%	22%	15%	18%	10%	21%	26%	18%	21%	12%	14%	17%	11%
Mean number of mentions	1.1	1.1	1.1	1.0	1.1	1.1	1.1	1.1	1.0	1.1	1.1	1.0	1.0	1.0	1.1	1.1	1.0
NET: DIFFICULTIES CO-ORDINATING	66	42	26	16	37	21	24	14	10	13	7	6	8	8	29	19	5
	31%	27% <u>ik</u>	32% <u>ik</u>	23%	26% <u>ik</u>	29% <u>ik</u>	40% <u>cdik</u>	36% <u>ik</u>	48%	15%	21%	12%	29%	19%	42%	40%	56%
Mean number of mentions	1.1	1.1	1.0	1.2	1.1	1.0	1.1	1.1	1.2	1.1	1.0	1.2	1.3	1.1	1.1	1.1	1.0

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

Prepared by BDRG Continental

Fieldwork : 22nd October - 16th November 2015

* = Less than .5

QG13: How would you rate your overall switching experience i.e. from the point at which you decided you wanted to switch your service(s), to the point you were using your new provider's service(s)?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Very easy	374 33%	374 33%	203 30%	171 38% ^{ben}	327 34%	156 30%	150 33%	88 29%	62 40% ^{ben}	177 34%	68 30%	109 37% ^{ben}	32 22%	139 45% ^{cl}	197 32%	135 29%	47 30%
Fairly easy	560 49%	560 49%	351 52%	209 46%	476 49%	267 51%	234 52%	164 55% ^{cl}	70 45%	242 47%	103 46%	139 47%	80 56% ^{un}	129 42%	318 52%	248 54%	84 53%
Fairly difficult	137 12%	137 12%	89 13%	48 11%	117 12%	69 13%	49 11%	35 12%	14 9%	68 13%	34 15%	34 11%	23 16% ^{un}	25 8%	69 11%	55 12%	20 13%
Very difficult	38 3%	38 3%	24 4%	14 3%	34 3%	20 4%	13 3%	9 3%	4 3%	21 4%	11 5%	10 3%	7 5%	7 2%	17 3%	13 3%	4 3%
Don't know	23 2%	23 2%	14 2%	9 2%	20 2%	11 2%	8 2%	4 1%	4 3%	12 2%	7 3%	5 2%	1 1%	8 3%	11 2%	7 2%	3 2%
NET: EASY	934 83%	934 83% ^{cl}	554 81%	380 84% ^{cl}	803 82% ^{cl}	423 81%	384 85% ^{cl}	252 84% ^{cl}	132 86% ^{cl}	419 81%	171 77%	248 84%	112 78%	268 87% ^{cl}	515 84%	383 84%	131 83%
NET: NOT EASY	175 15%	175 15%	113 17%	62 14%	151 16%	89 17%	62 14%	44 15%	18 12%	89 17%	45 20% ^{cl}	44 15%	30 21% ^{un}	32 10%	86 14%	68 15%	24 15%

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

QG13: How would you rate your overall switching experience i.e. from the point at which you decided you wanted to switch your service(s), to the point you were using your new provider's service(s)?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Very easy	374 33%	269 35%	142 31%	127 41% ^{beg}	239 36%	112 32%	103 34%	58 30%	45 42% ^{bcg}	136 38% ^b	54 35%	82 41% ^{beg}	24 26%	103 47% ^d	133 33%	88 29%	30 28%
Fairly easy	560 49%	351 46% ^d	220 48% ^{dj}	131 42%	295 45%	164 47% ^{dj}	154 51% ^{cijk}	106 55% ^{acdiijk}	48 44%	141 40%	58 38%	83 41%	46 50%	85 39%	210 51%	162 54%	58 52%
Fairly difficult	137 12%	99 13%	65 14%	34 11%	83 13%	49 14%	33 11%	23 12%	10 9%	50 14%	26 17%	24 12%	16 17% ^{um}	18 8%	49 12%	39 13%	16 15%
Very difficult	38 3%	27 4%	15 3%	12 4%	25 4%	13 4%	7 2%	3 2%	4 4%	18 5% ^g	10 6% ^{dq}	8 4%	6 7%	6 3%	9 2%	5 2%	2 2%
Don't know	23 2%	17 2%	12 3%	5 2%	14 2%	9 3%	4 1%	3 2%	1 1%	10 3%	6 4%	4 2%	-	5 2%	7 2%	6 2%	3 3%
NET: EASY	934 83%	620 81% ^{dj}	362 80%	258 83% ^{dj}	534 81% ^{dj}	276 80%	257 85% ^{bij}	164 85% ^{dj}	93 86% ^{dj}	277 78%	112 73%	165 82% ^{dj}	70 76%	188 87% ^{dj}	343 84%	250 83%	86 80%
NET: NOT EASY	175 15%	126 17%	80 18%	46 15%	108 16%	62 18%	40 13%	26 13%	14 13%	68 19% ^d	36 23% ^{acdiqgh}	32 16%	22 24% ^{um}	24 11%	58 14%	44 15%	18 17%

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

QG13: How would you rate your overall switching experience i.e. from the point at which you decided you wanted to switch your service(s), to the point you were using your new provider's service(s)?

Base : All switchers CPS

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple CPS & SAPTV CPS		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	681	681	681	-	523	523	300	300	-	223	223	-	-	-	458	458	158
Weighted Base	681	681	681	**	523	523	300	300	**	223	223	**	**	**	458	458	158
Very easy	203	203	203	-	156	156	88	88	-	68	68	-	-	-	135	135	47
	30%	30%	30%	-	30%	30%	29%	29%	-	30%	30%	-	-	-	29%	29%	30%
Fairly easy	351	351	351	-	267	267	164	164	-	103	103	-	-	-	248	248	84
	52%	52%	52%	-	51%	51%	55%	55%	-	46%	46%	-	-	-	54%	54%	53%
Fairly difficult	89	89	89	-	69	69	35	35	-	34	34	-	-	-	55	55	20
	13%	13%	13%	-	13%	13%	12%	12%	-	15%	15%	-	-	-	12%	12%	13%
Very difficult	24	24	24	-	20	20	9	9	-	11	11	-	-	-	13	13	4
	4%	4%	4%	-	4%	4%	3%	3%	-	5%	5%	-	-	-	3%	3%	3%
Don't know	14	14	14	-	11	11	4	4	-	7	7	-	-	-	7	7	3
	2%	2%	2%	-	2%	2%	1%	1%	-	3%	3%	-	-	-	2%	2%	2%
NET: EASY	554	554	554	-	423	423	252	252	-	171	171	-	-	-	383	383	131
	81%	81%	81%	-	81%	81%	84% <u>u</u>	84% <u>u</u>	-	77%	77%	-	-	-	84%	84%	83%
NET: NOT EASY	113	113	113	-	89	89	44	44	-	45	45	-	-	-	68	68	24
	17%	17%	17%	-	17%	17%	15%	15%	-	20%	20%	-	-	-	15%	15%	15%

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

QG13: How would you rate your overall switching experience i.e. from the point at which you decided you wanted to switch your service(s), to the point you were using your new provider's service(s)?

Base : All switchers CPS

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple CPS & SAPTV CPS		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	681	454	454	-	347	347	193	193	-	154	154	-	-	-	300	300	107
Weighted Base	681	454	454	-**	347	347	193	193	-**	154	154	-**	-**	-**	300	300	107
Very easy	203	142	142	-	112	112	58	58	-	54	54	-	-	-	88	88	30
	30%	31%	31%	-	32%	32%	30%	30%	-	35%	35%	-	-	-	29%	29%	28%
Fairly easy	351	220	220	-	164	164	106	106	-	58	58	-	-	-	162	162	56
	52%	48% <u>kl</u>	48% <u>kl</u>	-	47% <u>kl</u>	47% <u>kl</u>	55% <u>kl</u>	55% <u>kl</u>	-	38%	38%	-	-	-	54%	54%	52%
Fairly difficult	89	65	65	-	49	49	23	23	-	26	26	-	-	-	39	39	16
	13%	14%	14%	-	14%	14%	12%	12%	-	17%	17%	-	-	-	13%	13%	15%
Very difficult	24	15	15	-	13	13	3	3	-	10	10	-	-	-	5	5	2
	4%	3%	3%	-	4%	4%	2%	2%	-	6% <u>klg</u>	6% <u>klg</u>	-	-	-	2%	2%	2%
Don't know	14	12	12	-	9	9	3	3	-	6	6	-	-	-	6	6	3
	2%	3%	3%	-	3%	3%	2%	2%	-	4%	4%	-	-	-	2%	2%	3%
NET: EASY	554	362	362	-	276	276	164	164	-	112	112	-	-	-	250	250	86
	81%	80%	80%	-	80%	80%	85% <u>kl</u>	85% <u>kl</u>	-	73%	73%	-	-	-	83%	83%	80%
NET: NOT EASY	113	80	80	-	62	62	26	26	-	36	36	-	-	-	44	44	18
	17%	18%	18%	-	18%	18%	13%	13%	-	23% <u>klg</u>	23% <u>klg</u>	-	-	-	15%	15%	17%

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

QG13: How would you rate your overall switching experience i.e. from the point at which you decided you wanted to switch your service(s), to the point you were using your new provider's service(s)?

Base : All switchers ORS

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Total Triple & SAPTV	Triple CPS & SAPTV CPS	SAPTV CPS
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	(n)	(o)	(p)
Unweighted Base	451	451	-	451	451	-	154	-	154	297	-	297	143	308	154	-	-
Weighted Base	451	451	-**	451	451	-**	154	-**	154	297	-**	297	143	308	154	-**	-**
Very easy	171 38%	171 38%	-	171 38%	171 38%	-	62 40%	-	62 40%	109 37%	-	109 37%	32 22%	139 45%	62 40%	-	-
Fairly easy	209 46%	209 46%	-	209 46%	209 46%	-	70 45%	-	70 45%	139 47%	-	139 47%	80 56%	129 42%	70 45%	-	-
Fairly difficult	48 11%	48 11%	-	48 11%	48 11%	-	14 9%	-	14 9%	34 11%	-	34 11%	23 16%	25 8%	14 9%	-	-
Very difficult	14 3%	14 3%	-	14 3%	14 3%	-	4 3%	-	4 3%	10 3%	-	10 3%	7 5%	7 2%	4 3%	-	-
Don't know	9 2%	9 2%	-	9 2%	9 2%	-	4 3%	-	4 3%	5 2%	-	5 2%	1 1%	8 3%	4 3%	-	-
NET: EASY	380 84%	380 84%	-	380 84%	380 84%	-	132 86%	-	132 86%	248 84%	-	248 84%	112 78%	268 87%	132 86%	-	-
NET: NOT EASY	62 14%	62 14%	-	62 14%	62 14%	-	18 12%	-	18 12%	44 15%	-	44 15%	30 21%	32 10%	18 12%	-	-

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

QG13: How would you rate your overall switching experience i.e. from the point at which you decided you wanted to switch your service(s), to the point you were using your new provider's service(s)?

Base : All switchers ORS

	Total	LAST 12 MONTH SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)						Dual ORS (k)	
Unweighted Base	451	309	-	309	309	-	108	-	108	201	-	201	92	217	108	-	-	
Weighted Base	451	309	**	309	309	**	108	**	108	201	**	201	92*	217	108	**	**	
Very easy	171	127	-	127	127	-	45	-	45	82	-	82	24	103	45	-	-	
	38%	41%	-	41%	41%	-	42%	-	42%	41%	-	41%	26%	47% ^l	42%	-	-	
Fairly easy	209	131	-	131	131	-	48	-	48	83	-	83	46	85	48	-	-	
	46%	42%	-	42%	42%	-	44%	-	44%	41%	-	41%	50%	39%	44%	-	-	
Fairly difficult	48	34	-	34	34	-	10	-	10	24	-	24	16	18	10	-	-	
	11%	11%	-	11%	11%	-	9%	-	9%	12%	-	12%	17% ^{lm}	8%	9%	-	-	
Very difficult	14	12	-	12	12	-	4	-	4	8	-	8	6	6	4	-	-	
	3%	4%	-	4%	4%	-	4%	-	4%	4%	-	4%	7%	3%	4%	-	-	
Don't know	9	5	-	5	5	-	1	-	1	4	-	4	-	5	1	-	-	
	2%	2%	-	2%	2%	-	1%	-	1%	2%	-	2%	-	2%	1%	-	-	
NET: EASY	380	258	-	258	258	-	93	-	93	165	-	165	70	188	93	-	-	
	84%	83%	-	83%	83%	-	86%	-	86%	82%	-	82%	76%	87% ^l	86%	-	-	
NET: NOT EASY	62	46	-	46	46	-	14	-	14	32	-	32	22	24	14	-	-	
	14%	15%	-	15%	15%	-	13%	-	13%	16%	-	16%	24% ^{lm}	11%	13%	-	-	

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

QG14: And how did this compare to what you had expected?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS												Cancel		PAY TV		
		Switcher Sample groups										Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)		
		Total switchers (inc. SAPTV) (a)	Dual & Triple SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)						Dual ORS (k)	
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158	
A lot easier than expected	228	228	128	100	202	102	106	62	44	96	40	56	21	79	132	88	26	
20%	20%	20%	19%	22%	21%	20%	23%	21%	29%abdeijk	18%	18%	19%	15%	26%l	22%	19%	16%	
A little easier than expected	288	288	165	123	246	123	115	72	43	131	51	80	24	99	157	114	42	
25%	25%	25%	24%	27%	25%	24%	25%	24%	28%	25%	23%	27%	17%	32%l	26%	25%	27%	
No different than expected	399	399	249	150	336	186	158	111	47	178	75	103	64	86	221	174	63	
35%	35%	35%	37%	33%	34%	36%	35%	37%	31%	34%	34%	35%	45%am	28%	36%	38%	40%	
A little more difficult than expected	130	130	87	43	109	66	46	37	9	63	29	34	18	25	67	58	21	
17%	11%h	13%h	10%	11%h	13%h	10%	12%h	6%	12%h	13%h	11%	13%	13%	8%	11%	13%	13%	
A lot more difficult than expected	62	62	37	25	57	32	18	11	7	39	21	18	15	10	23	16	5	
5%	5%	5%	5%	6%	6%	6%	4%	4%	5%	8%fg	9%abfg	6%	10%am	3%	4%	3%	3%	
Don't know	25	25	15	10	24	14	11	7	4	13	7	6	1	9	12	8	1	
2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	3%	3%	2%	1%	3%	2%	2%	1%	
NET: EASIER	516	516	293	223	448	225	221	134	87	227	91	136	45	178	289	202	68	
46%	46%	49%	49%bej	46%	43%	49%	45%	56%abdegiijk	44%	41%	46%	31%	58%l	47%	44%	43%		
NET: MORE DIFFICULT	192	192	124	68	166	98	64	48	16	102	50	52	33	35	90	74	26	
17%	17%h	18%h	15%	17%h	19%h	14%	16%	10%	20%fh	22%cfh	18%h	23%am	11%	15%	16%	16%		

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

QG14: And how did this compare to what you had expected?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
A lot easier than expected	228 20%	171 22%	92 20%	79 26%	150 23%	71 20%	74 25%	42 22%	32 30%bej	76 21%	29 19%	47 23%	17 18%	62 29%	95 23%	63 21%	21 20%
A little easier than expected	288 25%	177 23%	101 22%	76 25%	149 23%	73 21%	70 23%	42 22%	28 26%	79 22%	31 20%	48 24%	15 16%	61 28%cl	98 24%	70 23%	28 26%
No different than expected	399 35%	262 34%	162 36%	100 32%	223 34%	123 35%	105 35%	71 37%	34 31%	118 33%	52 34%	66 33%	39 42%lm	61 28%	144 35%	110 37%	39 36%
A little more difficult than expected	130 11%	86 11%	57 13%	29 9%	71 11%	42 12%	31 10%	24 12%	7 6%	40 11%	18 12%	22 11%	9 10%	20 9%	46 11%	39 13%	15 14%
A lot more difficult than expected	62 5%	50 7%	29 6%	21 7%	47 7%	26 7%	14 5%	8 4%	6 6%	33 9%dg	18 12%abfg	15 7%	12 13%am	9 4%	17 4%	11 4%	3 3%
Don't know	25 2%	17 2%	13 3%	4 1%	16 2%	12 3%	7 2%	6 3%	1 1%	9 3%	6 4%	3 1%	-	4 2%	8 2%	7 2%	1 1%
NET: EASIER	516 46%	348 46%	193 43%	155 50%bej	299 46%	144 41%	144 48%	84 44%	60 56%beqj	155 44%	60 39%	95 47%	32 35%	123 57%cl	193 47%	133 44%	49 46%
NET: MORE DIFFICULT	192 17%	136 18%	86 19%	50 16%	118 18%	68 20%	45 15%	32 17%	13 12%	73 21%h	36 23%fh	37 18%	21 23%um	29 13%	63 15%	50 17%	18 17%

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

QG18r1: Cancel your service with your provider - How easy or difficult do you think it would be to do each of the following?

Base : All DNT/NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1397	699	466	233	698	339	359
Weighted Base	1397	699	466	233	698	342	356
Very easy	331 24%	150 21%	104 22%	46 20%	181 26%	93 27%	88 25%
Fairly easy	565 40%	302 43%	207 44%	95 41%	263 38%	124 36%	139 39%
Fairly difficult	287 21%	141 20%	92 20%	49 21%	146 21%	71 21%	76 21%
Very difficult	95 7%	61 9% ^{df}	38 8% ^{df}	23 10% ^{df}	34 5%	20 6%	14 4%
Don't know	118 8%	45 6%	25 5%	20 9%	73 10% ^{ab}	34 10% ^b	39 11% ^{ab}
NET: EASY	897 64%	452 65%	311 67%	141 61%	445 64%	218 64%	227 64%
NET: NOT EASY	382 27%	202 29%	130 28%	72 31%	180 26%	90 26%	90 25%

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

QG18r2: Compare the cost of alternative packages - How easy or difficult do you think it would be to do each of the following?

Base : All DNT/NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1397	699	466	233	698	339	359
Weighted Base	1397	699	466	233	698	342	356
Very easy	333 24%	175 25%	113 24%	62 27%	158 23%	90 26%	68 19%
Fairly easy	603 43%	325 46% ^{cd}	233 50% ^{cdef}	92 39%	278 40%	138 40%	141 40%
Fairly difficult	301 22%	138 20%	88 19%	50 21%	163 23%	75 22%	87 25%
Very difficult	81 6%	34 5%	22 5%	12 5%	47 7%	22 6%	26 7%
Don't know	78 6%	27 4%	10 2%	17 7% ^{ab}	51 7% ^{ab}	17 5%	34 10% ^{ab}
NET: EASY	937 67%	500 72% ^{cd}	346 74% ^{cd}	154 66%	437 63%	228 67%	209 59%
NET: NOT EASY	382 27%	172 25%	110 24%	62 27%	210 30% ^b	97 28%	113 32% ^{ab}

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

QG18r3: Find the right package for you - How easy or difficult do you think it would be to do each of the following?

Base : All DNT/NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1397	699	466	233	698	339	359
Weighted Base	1397	699	466	233	698	342	356
Very easy	263 19%	131 19%	88 19%	43 18%	132 19%	78 23%	54 15%
Fairly easy	630 45%	329 47%	229 49% ^{ae}	100 43%	301 43%	136 40%	165 46%
Fairly difficult	330 24%	159 23%	109 23%	50 21%	171 24%	79 23%	92 26%
Very difficult	84 6%	52 7%	27 6%	25 11% ^{bdef}	32 5%	17 5%	15 4%
Don't know	90 6%	28 4%	13 3%	15 6% ^{ab}	62 9% ^{ab}	32 9% ^{ab}	30 8% ^{ab}
NET: EASY	893 64%	460 66%	317 68%	143 61%	433 62%	214 62%	219 62%
NET: NOT EASY	414 30%	211 30%	136 29%	75 32%	203 29%	96 28%	107 30%

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

QG18r4: Coordinate a switch of service(s) so that you had continuous access to them - How easy or difficult do you think it would be to do each of the following?

Base : All DNT/NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1397	699	466	233	698	339	359
Weighted Base	1397	699	466	233	698	342	356
Very easy	181 13%	98 14%	65 14%	33 14%	83 12%	42 12%	40 11%
Fairly easy	496 36%	247 35%	175 38%	72 31%	249 36%	116 34%	133 37%
Fairly difficult	362 26%	193 28%	127 27%	66 28%	169 24%	87 25%	82 23%
Very difficult	151 11%	71 10%	45 10%	26 11%	80 11%	37 11%	43 12%
Don't know	208 15%	90 13%	54 12%	36 15%	118 17% ^a	60 18%	58 16%
NET: EASY	677 48%	345 49%	240 52%	105 45%	332 47%	159 46%	173 49%
NET: NOT EASY	513 37%	264 38%	172 37%	92 39%	249 36%	124 36%	125 35%

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

QG18r5: Coordinate a switch of service(s) so that you were not paying for your old and new services at the same time - How easy or difficult do you think it would be to do each of the following?

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Base : All DNT/NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1397	699	466	233	698	339	359
Weighted Base	1397	699	466	233	698	342	356
Very easy	186 13%	101 14%	65 14%	36 15%	85 12%	41 12%	44 12%
Fairly easy	505 36%	270 39% ^{de}	186 40% ^{de}	84 36%	235 34%	102 30%	134 38%
Fairly difficult	375 27%	189 27%	128 27%	61 26%	186 27%	95 28%	91 25%
Very difficult	128 9%	56 8%	36 8%	20 9%	72 10%	40 12%	32 9%
Don't know	202 14%	83 12%	51 11%	32 14%	119 17% ^{ab}	65 19% ^{ab}	54 15%
NET: EASY	691 49%	371 53% ^{de}	251 54% ^{de}	120 52% ^{de}	320 46%	142 42%	178 50%
NET: NOT EASY	503 36%	245 35%	164 35%	81 35%	258 37%	135 40%	123 35%

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

QG18r6: Arrange your new services/package with a new provider - How easy or difficult do you think it would be to do each of the following?

Base : All DNT/NS NAC

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1397	699	466	233	698	359
Weighted Base	1397	699	466	233	698	356
Very easy	327 23%	163 23%	116 25%	47 20%	164 23%	70 20%
Fairly easy	700 50%	366 52%	242 52%	124 53%	334 48%	152 44%
Fairly difficult	194 14%	90 13%	62 13%	28 12%	104 15%	53 16%
Very difficult	59 4%	32 5%	19 4%	13 6%	27 4%	12 3%
Don't know	117 8%	48 7%	27 6%	21 9%	69 10% ^{ab}	31 11% ^{ab}
NET: EASY	1027 74%	529 76%	358 77%	171 73%	498 71%	252 71%
NET: NOT EASY	253 18%	122 17%	81 17%	41 18%	131 19%	65 18%

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

QG18r7: Set up your new equipment yourself e.g. set top box, WiFi router - How easy or difficult do you think it would be to do each of the following?

Base : All DNT/NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1397	699	466	233	698	339	359
Weighted Base	1397	699	466	233	698	342	356
Very easy	358 26%	197 28% ^{df}	126 27% ^{df}	71 30% ^{df}	161 23%	92 27%	68 19%
Fairly easy	548 39%	285 41%	199 43% ^{de}	86 37%	263 38%	113 33%	150 42%
Fairly difficult	213 15%	115 16%	78 17%	37 16%	98 14%	48 14%	50 14%
Very difficult	150 11%	62 9%	40 9%	22 9%	88 13%	41 12%	47 13%
Don't know	127 9%	40 6%	23 5%	17 7%	87 13% ^{abc}	48 14% ^{abc}	40 11% ^{ab}
NET: EASY	906 65%	482 69% ^{def}	325 70% ^{def}	157 67%	424 61%	206 60%	218 61%
NET: NOT EASY	363 26%	177 25%	118 25%	59 25%	186 27%	89 26%	98 27%

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

QG18r8: Have new equipment installed by your new provider - How easy or difficult do you think it would be to do each of the following?

Base : All DNT/NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1397	699	466	233	698	339	359
Weighted Base	1397	699	466	233	698	342	356
Very easy	330 24%	177 25%	119 26%	58 25%	153 22%	87 25%	67 19%
Fairly easy	696 50%	349 50%	236 51%	113 48%	347 50%	161 47%	186 52%
Fairly difficult	163 12%	73 10%	53 11%	20 9%	90 13%	42 12%	48 14%
Very difficult	51 4%	27 4%	16 3%	11 5%	24 3%	12 3%	13 4%
Don't know	156 11%	73 10%	42 9%	31 13%	83 12%	42 12%	42 12%
NET: EASY	1027 73%	526 75%	355 76%	171 73%	501 72%	247 72%	253 71%
NET: NOT EASY	214 15%	100 14%	69 15%	31 13%	114 16%	53 16%	61 17%

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

QG18r9: Find out what you need to do to switch - How easy or difficult do you think it would be to do each of the following?

Base : All DNT/NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1397	699	466	233	698	339	359
Weighted Base	1397	699	466	233	698	342	356
Very easy	318 23%	173 25%	112 24%	61 26%	145 21%	74 22%	71 20%
Fairly easy	714 51%	370 53%	258 55%	112 48%	344 49%	162 47%	182 51%
Fairly difficult	213 15%	91 13%	60 13%	31 13%	122 18%	55 16%	67 19%ab
Very difficult	52 4%	27 4%	18 4%	9 4%	25 4%	17 5%	9 2%
Don't know	100 7%	38 5%	18 4%	20 9%ab	62 9%ab	35 10%ab	27 8%
NET: EASY	1032 74%	543 78%de	370 79%def	173 74%	489 70%	236 69%	253 71%
NET: NOT EASY	265 19%	118 17%	78 17%	40 17%	147 21%	72 21%	76 21%

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

QG18 How easy or difficult do you think it would be to do each of the following? SUMMARY - NET: EASY

Base : All DNT/NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1397	699	466	233	698	339	359
Weighted Base	1397	699	466	233	698	342	356
Cancel your service with your provider	897 64%	452 65%	311 67%	141 61%	445 64%	218 64%	227 64%
Compare the cost of alternative packages	937 67%	500 72% ^{df}	346 74% ^{cdi}	154 66%	437 63%	228 67%	209 59%
Find the right package for you	893 64%	460 66%	317 68%	143 61%	433 62%	214 62%	219 62%
Coordinate a switch of service(s) so that you had continuous access to them	677 48%	345 49%	240 52%	105 45%	332 47%	159 46%	173 49%
Coordinate a switch of service(s) so that you were not paying for your old and new services at the same time	691 49%	371 53% ^{de}	251 54% ^{de}	120 52% ^e	320 46%	142 42%	178 50%
Arrange your new services/package with a new provider	1027 74%	529 76%	358 77%	171 73%	498 71%	246 72%	252 71%
Set up your new equipment yourself e.g. set top box, WiFi router	906 65%	482 69% ^{def}	325 70% ^{def}	157 67%	424 61%	206 60%	218 61%
Have new equipment installed by your new provider	1027 73%	526 75%	355 76%	171 73%	501 72%	247 72%	253 71%
Find out what you need to do to switch	1032 74%	543 76% ^{de}	370 79% ^{def}	173 74%	489 70%	236 69%	253 71%

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

QG18 How easy or difficult do you think it would be to do each of the following? SUMMARY - NET: DIFFICULT

Base : All DNT/NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	1397	699	466	233	698	339	359
Weighted Base	1397	699	466	233	698	342	356
Cancel your service with your provider	382 27%	202 29%	130 28%	72 31%	180 26%	90 26%	90 25%
Compare the cost of alternative packages	382 27%	172 25%	110 24%	62 27%	210 30% ^{ab}	97 28%	113 32% ^{cab}
Find the right package for you	414 30%	211 30%	136 29%	75 32%	203 29%	96 28%	107 30%
Coordinate a switch of service(s) so that you had continuous access to them	513 37%	264 38%	172 37%	92 39%	249 36%	124 36%	125 35%
Coordinate a switch of service(s) so that you were not paying for your old and new services at the same time	503 36%	245 35%	164 35%	81 35%	258 37%	135 40%	123 35%
Arrange your new services/package with a new provider	253 18%	122 17%	81 17%	41 18%	131 19%	65 19%	66 18%
Set up your new equipment yourself e.g. set top box, WiFi router	363 26%	177 25%	118 25%	59 25%	186 27%	89 26%	98 27%
Have new equipment installed by your new provider	214 15%	100 14%	69 15%	31 13%	114 16%	53 16%	61 17%
Find out what you need to do to switch	265 19%	118 17%	78 17%	40 17%	147 21%	72 21%	76 21%

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

QG18 How easy or difficult do you think it would be to do each of the following? SUMMARY

Base : All DNT/NS NAC

	Cancel your service with your provider	Compare the cost of alternative packages	Find the right package for you	Coordinate a switch of service(s) so that you had continuous access to them	Coordinate a switch of service(s) so that you were not paying for your old and new services at the same time	Arrange your new services/ package with a new provider	Set up your new equipment yourself e.g. set top box, WiFi router	Have new equipment installed by your new provider	Find out what you need to do to switch - How easy or difficult do you think it would be to do each of the following?
Unweighted Base	1397	1397	1397	1397	1397	1397	1397	1397	1397
Weighted Base	1397	1397	1397	1397	1397	1397	1397	1397	1397
Very easy	331 24%	333 24%	263 19%	181 13%	186 13%	327 23%	358 26%	330 24%	318 23%
Fairly easy	565 40%	603 43%	630 45%	496 36%	505 36%	700 50%	548 39%	696 50%	714 51%
Fairly difficult	287 21%	301 22%	330 24%	362 26%	375 27%	194 14%	213 15%	163 12%	213 15%
Very difficult	95 7%	81 6%	84 6%	151 11%	128 9%	59 4%	150 11%	51 4%	52 4%
Don't know	118 8%	78 6%	90 6%	208 15%	202 14%	117 8%	127 9%	156 11%	100 7%
NET: EASY	897 64%	937 67%	893 64%	677 48%	691 49%	1027 74%	906 65%	1027 73%	1032 74%
NET: NOT EASY	382 27%	382 27%	414 30%	513 37%	503 36%	253 18%	363 26%	214 15%	265 19%

QG18r1: Cancel your service with your provider - How easy or difficult do you think it would be to do each of the following?

Base : All decided not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Very easy	150 21%	150 21%	104 22%	46 20%	-	-	-
Fairly easy	302 43%	302 43%	207 44%	95 41%	-	-	-
Fairly difficult	141 20%	141 20%	92 20%	49 21%	-	-	-
Very difficult	61 9%	61 9%	38 8%	23 10%	-	-	-
Don't know	45 6%	45 6%	25 5%	20 9%	-	-	-
NET: EASY	452 65%	452 65%	311 67%	141 61%	-	-	-
NET: NOT EASY	202 29%	202 29%	130 28%	72 31%	-	-	-

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

QG18r2: Compare the cost of alternative packages - How easy or difficult do you think it would be to do each of the following?

Base : All decided not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Very easy	175 25%	175 25%	113 24%	62 27%	-	-	-
Fairly easy	325 46%	325 46%	233 50% c	92 39%	-	-	-
Fairly difficult	138 20%	138 20%	88 19%	50 21%	-	-	-
Very difficult	34 5%	34 5%	22 5%	12 5%	-	-	-
Don't know	27 4%	27 4%	10 2%	17 7% a,b	-	-	-
NET: EASY	500 72%	500 72%	346 74% c	154 66%	-	-	-
NET: NOT EASY	172 25%	172 25%	110 24%	62 27%	-	-	-

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

QG18r3: Find the right package for you - How easy or difficult do you think it would be to do each of the following?

Base : All decided not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total	DNT Negotiation	DNT no negotiation	NSNAC Total	NSNAC Negotiation	NSNAC no negotiation
		(a)	(b)	(c)	(d)	(e)	(f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Very easy	131 19%	131 19%	88 19%	43 18%	-	-	-
Fairly easy	329 47%	329 47%	229 49%	100 43%	-	-	-
Fairly difficult	159 23%	159 23%	109 23%	50 21%	-	-	-
Very difficult	52 7%	52 7%	27 6%	25 11% ^b	-	-	-
Don't know	28 4%	28 4%	13 3%	15 6% ^b	-	-	-
NET: EASY	460 66%	460 66%	317 68%	143 61%	-	-	-
NET: NOT EASY	211 30%	211 30%	136 29%	75 32%	-	-	-

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

QG18r4: Coordinate a switch of service(s) so that you had continuous access to them - How easy or difficult do you think it would be to do each of the following?

Base : All decided not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Very easy	98 14%	98 14%	65 14%	33 14%	-	-	-
Fairly easy	247 35%	247 35%	175 38%	72 31%	-	-	-
Fairly difficult	193 28%	193 28%	127 27%	66 28%	-	-	-
Very difficult	71 10%	71 10%	45 10%	26 11%	-	-	-
Don't know	90 13%	90 13%	54 12%	36 15%	-	-	-
NET: EASY	345 49%	345 49%	240 52%	105 45%	-	-	-
NET: NOT EASY	264 38%	264 38%	172 37%	92 39%	-	-	-

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

QG18r5: Coordinate a switch of service(s) so that you were not paying for your old and new services at the same time - How easy or difficult do you think it would be to do each of the following?

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Base : All decided not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Very easy	101 14%	101 14%	65 14%	36 15%	-	-	-
Fairly easy	270 39%	270 39%	186 40%	84 36%	-	-	-
Fairly difficult	189 27%	189 27%	128 27%	61 26%	-	-	-
Very difficult	56 8%	56 8%	36 8%	20 9%	-	-	-
Don't know	83 12%	83 12%	51 11%	32 14%	-	-	-
NET: EASY	371 53%	371 53%	251 54%	120 52%	-	-	-
NET: NOT EASY	245 35%	245 35%	164 35%	81 35%	-	-	-

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

QG18r6: Arrange your new services/package with a new provider - How easy or difficult do you think it would be to do each of the following?

Base : All decided not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Very easy	163 23%	163 23%	116 25%	47 20%	-	-	-
Fairly easy	366 52%	366 52%	242 52%	124 53%	-	-	-
Fairly difficult	90 13%	90 13%	62 13%	28 12%	-	-	-
Very difficult	32 5%	32 5%	19 4%	13 6%	-	-	-
Don't know	48 7%	48 7%	27 6%	21 9%	-	-	-
NET: EASY	529 76%	529 76%	358 77%	171 73%	-	-	-
NET: NOT EASY	122 17%	122 17%	81 17%	41 18%	-	-	-

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

QG18r7: Set up your new equipment yourself e.g. set top box, WiFi router - How easy or difficult do you think it would be to do each of the following?

Base : All decided not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Very easy	197 28%	197 28%	126 27%	71 30%	-	-	-
Fairly easy	285 41%	285 41%	199 43%	86 37%	-	-	-
Fairly difficult	115 16%	115 16%	78 17%	37 16%	-	-	-
Very difficult	62 9%	62 9%	40 9%	22 9%	-	-	-
Don't know	40 6%	40 6%	23 5%	17 7%	-	-	-
NET: EASY	482 69%	482 69%	325 70%	157 67%	-	-	-
NET: NOT EASY	177 25%	177 25%	118 25%	59 25%	-	-	-

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

QG18r8: Have new equipment installed by your new provider - How easy or difficult do you think it would be to do each of the following?

Base : All decided not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Very easy	177 25%	177 25%	119 26%	58 25%	-	-	-
Fairly easy	349 50%	349 50%	236 51%	113 48%	-	-	-
Fairly difficult	73 10%	73 10%	53 11%	20 9%	-	-	-
Very difficult	27 4%	27 4%	16 3%	11 5%	-	-	-
Don't know	73 10%	73 10%	42 9%	31 13%	-	-	-
NET: EASY	526 75%	526 75%	355 76%	171 73%	-	-	-
NET: NOT EASY	100 14%	100 14%	69 15%	31 13%	-	-	-

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

QG18r9: Find out what you need to do to switch - How easy or difficult do you think it would be to do each of the following?

Base : All decided not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Very easy	173 25%	173 25%	112 24%	61 26%	-	-	-
Fairly easy	370 53%	370 53%	258 55%	112 48%	-	-	-
Fairly difficult	91 13%	91 13%	60 13%	31 13%	-	-	-
Very difficult	27 4%	27 4%	18 4%	9 4%	-	-	-
Don't know	38 5%	38 5%	18 4%	20 9% ^{ab}	-	-	-
NET: EASY	543 78%	543 78%	370 79%	173 74%	-	-	-
NET: NOT EASY	118 17%	118 17%	78 17%	40 17%	-	-	-

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

QG18 How easy or difficult do you think it would be to do each of the following? SUMMARY - NET: EASY

Base : All decided not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233	..**	..**	..**
Cancel your service with your provider	452 65%	452 65%	311 67%	141 61%	-	-	-
Compare the cost of alternative packages	500 72%	500 72%	346 74%	154 66%	-	-	-
Find the right package for you	460 66%	460 66%	317 68%	143 61%	-	-	-
Coordinate a switch of service(s) so that you had continuous access to them	345 49%	345 49%	240 52%	105 45%	-	-	-
Coordinate a switch of service(s) so that you were not paying for your old and new services at the same time	371 53%	371 53%	251 54%	120 52%	-	-	-
Arrange your new services/package with a new provider	529 76%	529 76%	358 77%	171 73%	-	-	-
Set up your new equipment yourself e.g. set top box, WiFi router	482 69%	482 69%	325 70%	157 67%	-	-	-
Have new equipment installed by your new provider	526 75%	526 75%	355 76%	171 73%	-	-	-
Find out what you need to do to switch	543 78%	543 78%	370 79%	173 74%	-	-	-

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

QG18 How easy or difficult do you think it would be to do each of the following? SUMMARY - NET: DIFFICULT

Base : All decided not to switch

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	699	699	466	233	-	-	-
Weighted Base	699	699	466	233
Cancel your service with your provider	202 29%	202 29%	130 28%	72 31%	-	-	-
Compare the cost of alternative packages	172 25%	172 25%	110 24%	62 27%	-	-	-
Find the right package for you	211 30%	211 30%	136 29%	75 32%	-	-	-
Coordinate a switch of service(s) so that you had continuous access to them	264 38%	264 38%	172 37%	92 39%	-	-	-
Coordinate a switch of service(s) so that you were not paying for your old and new services at the same time	245 35%	245 35%	164 35%	81 35%	-	-	-
Arrange your new services/package with a new provider	122 17%	122 17%	81 17%	41 18%	-	-	-
Set up your new equipment yourself e.g. set top box, WiFi router	177 25%	177 25%	118 25%	59 25%	-	-	-
Have new equipment installed by your new provider	100 14%	100 14%	69 15%	31 13%	-	-	-
Find out what you need to do to switch	118 17%	118 17%	78 17%	40 17%	-	-	-

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

QG18 How easy or difficult do you think it would be to do each of the following? SUMMARY

Base : All decided not to switch

	Cancel your service with your provider	Compare the cost of alternative packages	Find the right package for you	Coordinate a switch of service(s) so that you had continuous access to them	Coordinate a switch of service(s) so that you were not paying for your old and new services at the same time	Arrange your new services/ package with a new provider	Set up your new equipment yourself e.g. set top box, WiFi router	Have new equipment installed by your new provider	Find out what you need to do to switch - How easy or difficult do you think it would be to do each of the following?
Unweighted Base	699	699	699	699	699	699	699	699	699
Weighted Base	699	699	699	699	699	699	699	699	699
Very easy	150 21%	175 25%	131 19%	98 14%	101 14%	163 23%	197 28%	177 25%	173 25%
Fairly easy	302 43%	325 46%	329 47%	247 35%	270 39%	366 52%	285 41%	349 50%	370 53%
Fairly difficult	141 20%	138 20%	159 23%	193 28%	189 27%	90 13%	115 16%	73 10%	91 13%
Very difficult	61 9%	34 5%	52 7%	71 10%	56 8%	32 5%	62 9%	27 4%	27 4%
Don't know	45 6%	27 4%	28 4%	90 13%	83 12%	48 7%	40 6%	73 10%	38 5%
NET: EASY	452 65%	500 72%	460 66%	345 49%	371 53%	529 76%	482 69%	526 75%	543 78%
NET: NOT EASY	202 29%	172 25%	211 30%	264 38%	245 35%	122 17%	177 25%	100 14%	118 17%

QG18r1: Cancel your service with your provider - How easy or difficult do you think it would be to do each of the following?

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	698	342	356
Very easy	181	-	-	-	181	93	88
	26%	-	-	-	26%	27%	25%
Fairly easy	263	-	-	-	263	124	139
	38%	-	-	-	38%	36%	39%
Fairly difficult	146	-	-	-	146	71	76
	21%	-	-	-	21%	21%	21%
Very difficult	34	-	-	-	34	20	14
	5%	-	-	-	5%	6%	4%
Don't know	73	-	-	-	73	34	39
	10%	-	-	-	10%	10%	11%
NET: EASY	445	-	-	-	445	218	227
	64%	-	-	-	64%	64%	64%
NET: NOT EASY	180	-	-	-	180	90	90
	26%	-	-	-	26%	26%	25%

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

QG18r2: Compare the cost of alternative packages - How easy or difficult do you think it would be to do each of the following?

Base : All NS NAC

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	698	339	359
Weighted Base	698	..**	..**	698	342	356
Very easy	158	-	-	158	90	68
	23%	-	-	23%	26%	19%
Fairly easy	278	-	-	278	138	141
	40%	-	-	40%	40%	40%
Fairly difficult	163	-	-	163	75	87
	23%	-	-	23%	22%	25%
Very difficult	47	-	-	47	22	26
	7%	-	-	7%	6%	7%
Don't know	51	-	-	51	17	34
	7%	-	-	7%	5%	10%
NET: EASY	437	-	-	437	228	209
	63%	-	-	63%	67%	59%
NET: NOT EASY	210	-	-	210	97	113
	30%	-	-	30%	28%	32%

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

QG18r3: Find the right package for you - How easy or difficult do you think it would be to do each of the following?

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	698	342	356
Very easy	132 19%	- -	- -	- -	132 19%	78 23%	54 15%
Fairly easy	301 43%	- -	- -	- -	301 43%	136 40%	165 46%
Fairly difficult	171 24%	- -	- -	- -	171 24%	79 23%	92 26%
Very difficult	32 5%	- -	- -	- -	32 5%	17 5%	15 4%
Don't know	62 9%	- -	- -	- -	62 9%	32 9%	30 8%
NET: EASY	433 62%	- -	- -	- -	433 62%	214 62%	219 62%
NET: NOT EASY	203 29%	- -	- -	- -	203 29%	96 28%	107 30%

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

QG18r4: Coordinate a switch of service(s) so that you had continuous access to them - How easy or difficult do you think it would be to do each of the following?

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	698	342	356
Very easy	83 12%	-	-	-	83 12%	42 12%	40 11%
Fairly easy	249 36%	-	-	-	249 36%	116 34%	133 37%
Fairly difficult	169 24%	-	-	-	169 24%	87 25%	82 23%
Very difficult	80 11%	-	-	-	80 11%	37 11%	43 12%
Don't know	118 17%	-	-	-	118 17%	60 18%	58 16%
NET: EASY	332 47%	-	-	-	332 47%	159 46%	173 49%
NET: NOT EASY	249 36%	-	-	-	249 36%	124 36%	125 35%

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

QG18r5: Coordinate a switch of service(s) so that you were not paying for your old and new services at the same time - How easy or difficult do you think it would be to do each of the following?

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Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	698	342	356
Very easy	85 12%	-	-	-	85 12%	41 12%	44 12%
Fairly easy	235 34%	-	-	-	235 34%	102 30%	134 38%
Fairly difficult	186 27%	-	-	-	186 27%	95 28%	91 25%
Very difficult	72 10%	-	-	-	72 10%	40 12%	32 9%
Don't know	119 17%	-	-	-	119 17%	65 19%	54 15%
NET: EASY	320 46%	-	-	-	320 46%	142 42%	178 50%
NET: NOT EASY	258 37%	-	-	-	258 37%	135 40%	123 35%

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

QG18r6: Arrange your new services/package with a new provider - How easy or difficult do you think it would be to do each of the following?

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	..**	..**	..**	698	342	356
Very easy	164 23%	-	-	-	164 23%	94 27%	70 20%
Fairly easy	334 48%	-	-	-	334 48%	152 44%	183 51%
Fairly difficult	104 15%	-	-	-	104 15%	53 16%	51 14%
Very difficult	27 4%	-	-	-	27 4%	12 3%	15 4%
Don't know	69 10%	-	-	-	69 10%	31 9%	37 11%
NET: EASY	498 71%	-	-	-	498 71%	246 72%	252 71%
NET: NOT EASY	131 19%	-	-	-	131 19%	65 19%	66 18%

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

QG18r7: Set up your new equipment yourself e.g. set top box, WiFi router - How easy or difficult do you think it would be to do each of the following?

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	698	342	356
Very easy	161	-	-	-	161	92	68
	23%	-	-	-	23%	27%	19%
Fairly easy	263	-	-	-	263	113	150
	38%	-	-	-	38%	33%	42%
Fairly difficult	98	-	-	-	98	48	50
	14%	-	-	-	14%	14%	14%
Very difficult	88	-	-	-	88	41	47
	13%	-	-	-	13%	12%	13%
Don't know	87	-	-	-	87	48	40
	13%	-	-	-	13%	14%	11%
NET: EASY	424	-	-	-	424	206	218
	61%	-	-	-	61%	60%	61%
NET: NOT EASY	186	-	-	-	186	89	98
	27%	-	-	-	27%	26%	27%

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

QG18r8: Have new equipment installed by your new provider - How easy or difficult do you think it would be to do each of the following?

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	..**	..**	..**	698	342	356
Very easy	153	-	-	-	153	87	67
	22%	-	-	-	22%	25%	19%
Fairly easy	347	-	-	-	347	161	186
	50%	-	-	-	50%	47%	52%
Fairly difficult	90	-	-	-	90	42	48
	13%	-	-	-	13%	12%	14%
Very difficult	24	-	-	-	24	12	13
	3%	-	-	-	3%	3%	4%
Don't know	83	-	-	-	83	42	42
	12%	-	-	-	12%	12%	12%
NET: EASY	501	-	-	-	501	247	253
	72%	-	-	-	72%	72%	71%
NET: NOT EASY	114	-	-	-	114	53	61
	16%	-	-	-	16%	16%	17%

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

QG18r9: Find out what you need to do to switch - How easy or difficult do you think it would be to do each of the following?

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	..**	..**	..**	698	342	356
Very easy	145	-	-	-	145	74	71
	21%	-	-	-	21%	22%	20%
Fairly easy	344	-	-	-	344	162	182
	49%	-	-	-	49%	47%	51%
Fairly difficult	122	-	-	-	122	55	67
	18%	-	-	-	18%	16%	19%
Very difficult	25	-	-	-	25	17	9
	4%	-	-	-	4%	5%	2%
Don't know	62	-	-	-	62	35	27
	9%	-	-	-	9%	10%	8%
NET: EASY	489	-	-	-	489	236	253
	70%	-	-	-	70%	69%	71%
NET: NOT EASY	147	-	-	-	147	72	76
	21%	-	-	-	21%	21%	21%

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

QG18 How easy or difficult do you think it would be to do each of the following? SUMMARY - NET: EASY

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	..**	..**	..**	698	342	356
Cancel your service with your provider	445 64%	-	-	-	445 64%	218 64%	227 64%
Compare the cost of alternative packages	437 63%	-	-	-	437 63%	228 67%	209 59%
Find the right package for you	433 62%	-	-	-	433 62%	214 62%	219 62%
Coordinate a switch of service(s) so that you had continuous access to them	332 47%	-	-	-	332 47%	159 46%	173 49%
Coordinate a switch of service(s) so that you were not paying for your old and new services at the same time	320 46%	-	-	-	320 46%	142 42%	178 50%
Arrange your new services/package with a new provider	498 71%	-	-	-	498 71%	246 72%	252 71%
Set up your new equipment yourself e.g. set top box, WiFi router	424 61%	-	-	-	424 61%	206 60%	218 61%
Have new equipment installed by your new provider	501 72%	-	-	-	501 72%	247 72%	253 71%
Find out what you need to do to switch	489 70%	-	-	-	489 70%	236 69%	253 71%

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

QG18 How easy or difficult do you think it would be to do each of the following? SUMMARY - NET: DIFFICULT

Base : All NS NAC

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	698	-	-	-	698	339	359
Weighted Base	698	..**	..**	..**	698	342	356
Cancel your service with your provider	180 26%	-	-	-	180 26%	90 26%	90 25%
Compare the cost of alternative packages	210 30%	-	-	-	210 30%	97 28%	113 32%
Find the right package for you	203 29%	-	-	-	203 29%	96 28%	107 30%
Coordinate a switch of service(s) so that you had continuous access to them	249 36%	-	-	-	249 36%	124 36%	125 35%
Coordinate a switch of service(s) so that you were not paying for your old and new services at the same time	258 37%	-	-	-	258 37%	135 40%	123 35%
Arrange your new services/package with a new provider	131 19%	-	-	-	131 19%	65 19%	66 18%
Set up your new equipment yourself e.g. set top box, WiFi router	186 27%	-	-	-	186 27%	89 26%	98 27%
Have new equipment installed by your new provider	114 16%	-	-	-	114 16%	53 16%	61 17%
Find out what you need to do to switch	147 21%	-	-	-	147 21%	72 21%	76 21%

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

QG18 How easy or difficult do you think it would be to do each of the following? SUMMARY

Base : All NS NAC

	Cancel your service with your provider	Compare the cost of alternative packages	Find the right package for you	Coordinate a switch of service(s) so that you had continuous access to them	Coordinate a switch of service(s) so that you were not paying for your old and new services at the same time	Arrange your new services/ package with a new provider	Set up your new equipment yourself e.g. set top box, WiFi router	Have new equipment installed by your new provider	Find out what you need to do to switch - How easy or difficult do you think it would be to do each of the following?
Unweighted Base	698	698	698	698	698	698	698	698	698
Weighted Base	698	698	698	698	698	698	698	698	698
Very easy	181 26%	158 23%	132 19%	83 12%	85 12%	164 23%	161 23%	153 22%	145 21%
Fairly easy	263 38%	278 40%	301 43%	249 36%	235 34%	334 48%	263 38%	347 50%	344 49%
Fairly difficult	146 21%	163 23%	171 24%	169 24%	186 27%	104 15%	98 14%	90 13%	122 18%
Very difficult	34 5%	47 7%	32 5%	80 11%	72 10%	27 4%	88 13%	24 3%	25 4%
Don't know	73 10%	51 7%	62 9%	118 17%	119 17%	69 10%	87 13%	83 12%	62 9%
NET: EASY	445 64%	437 63%	433 62%	332 47%	320 46%	498 71%	424 61%	501 72%	489 70%
NET: NOT EASY	180 26%	210 30%	203 29%	249 36%	258 37%	131 19%	186 27%	114 16%	147 21%

QG19: Overall, how satisfied are you with your decision to switch/stay with your provider?

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Very satisfied	1129 45%	593 52%	340 50%	253 56% ^{deq}	509 52%	256 49%	233 51%	141 47%	92 60% ^{deq}	276 53%	115 52%	161 54%	78 55%	175 57%	317 52%	225 49%	84 53%
Fairly satisfied	1091 43%	422 37%	263 39%	159 35%	360 37%	201 38%	169 37%	122 41% th	47 31%	191 37%	79 35%	112 38%	54 38%	105 34%	231 38%	184 40%	62 39%
Fairly dissatisfied	181 7%	56 5%	42 6% ^{ce}	14 3%	45 5%	31 6% ^{ce}	21 5%	17 6%	4 3%	24 5%	14 6%	10 3%	5 3%	9 3%	32 5%	28 6%	11 7%
Very dissatisfied	77 3%	40 4%	22 3%	18 4%	39 4%	21 4%	22 5%	14 5%	8 5%	17 3%	7 3%	10 3%	5 3%	13 4%	23 4% ^p	15 3%	1 1%
Don't know	51 2%	21 2%	14 2%	7 2%	21 2%	14 3%	9 2%	6 2%	3 2%	12 2%	8 4%	4 1%	1 1%	6 2%	9 1%	6 1%	- -
NET: SATISFIED	2220 88%	1015 90%	603 89%	412 91% ^{ce}	869 89%	457 87%	402 89%	263 88%	139 90%	467 90%	194 87%	273 92% ^{ce}	132 92%	280 91%	548 90%	409 89%	146 92%
NET: DISSATISFIED	258 10%	96 8%	64 9%	32 7%	84 9%	52 10%	43 9%	31 10%	12 8%	41 8%	21 9%	20 7%	10 7%	22 7%	55 9%	43 9%	12 8%

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

QG19: Overall, how satisfied are you with your decision to switch/stay with your provider?

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Very satisfied	1129 45%	415 54%	234 52%	181 58% ^q	358 55%	177 51%	159 53%	95 49%	64 59%	199 56%	82 53%	117 58%	55 60%	126 58%	216 53%	152 51%	57 53%
Fairly satisfied	1091 43%	262 34%	163 36%	99 32%	223 34%	124 36%	105 35%	72 37%	33 31%	118 33%	52 34%	66 33%	29 32%	70 32%	144 35%	111 37%	39 36%
Fairly dissatisfied	181 7%	41 5%	31 7% ^q	10 3%	31 5%	21 6%	15 5%	12 6%	3 3%	16 5%	9 6%	7 3%	3 3%	7 3%	25 6%	22 7%	10 9%
Very dissatisfied	77 3%	32 4%	18 4%	14 5%	31 5%	17 5%	17 6%	10 5%	7 6%	14 4%	7 5%	7 3%	4 4%	10 5%	18 4%	11 4%	1 1%
Don't know	51 2%	13 2%	8 2%	5 2%	13 2%	8 2%	5 2%	4 2%	1 1%	8 2%	4 3%	4 2%	1 1%	4 2%	5 1%	4 1%	- -
NET: SATISFIED	2220 88%	677 89%	397 87%	280 91%	581 89%	301 87%	264 88%	167 87%	97 90%	317 89%	134 87%	183 91%	84 91%	196 90%	360 88%	263 88%	96 90%
NET: DISSATISFIED	258 10%	73 10%	49 11%	24 8%	62 9%	38 11%	32 11%	22 11%	10 9%	30 8%	16 10%	14 7%	7 8%	17 8%	43 11%	33 11%	11 10%

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

QG19: Overall, how satisfied are you with your decision to switch/stay with your provider?

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
Very satisfied	1129	179	146	33	357	183	174
	45%	26% ^{bc}	31% ^{ac}	14%	51% ^{abc}	54% ^{abc}	49% ^{abc}
Fairly satisfied	1091	396	260	136	273	122	151
	43%	57% ^{def}	56% ^{def}	58% ^{def}	39%	36%	43%
Fairly dissatisfied	181	79	44	35	46	30	16
	7%	11% ^{df}	9% ^f	15% ^{bdf}	7%	9%	5%
Very dissatisfied	77	27	10	17	10	3	7
	3%	4% ^{de}	2%	7% ^{abdef}	1%	1%	2%
Don't know	51	18	6	12	12	5	7
	2%	3%	1%	5% ^{bde}	2%	1%	2%
NET: SATISFIED	2220	575	406	169	630	305	325
	88%	82% ^{bc}	87% ^{ac}	73%	90% ^{ac}	89% ^{ac}	91% ^{ac}
NET: DISSATISFIED	258	106	54	52	56	33	23
	10%	15% ^{df}	12% ^f	22% ^{abdef}	8%	10%	6%

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

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Table 492

QH1: Based on your experience, how likely are you to recommend switching to someone else (e.g. a friend or relative)?

Base : All switchers

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel		Triple/ Dual ORS no cancel		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Unweighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	1132	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Very likely	439 39%	439 39%	249 37%	190 42%	386 40%	196 37%	182 40%	108 36%	74 48% abdenj	204 39%	88 39%	116 39%	53 37%	137 44%	235 38%	161 35%	53 34%
Fairly likely	465 41%	465 41%	284 42%	181 40%	390 40%	209 40%	186 41%	127 42%	59 38%	204 39%	82 37%	122 41%	68 48% lm	113 37%	261 43%	202 44%	75 47%
Fairly unlikely	71 6%	71 6% o	55 8% chik	16 4%	56 6%	40 8% ck	30 7% d	25 8% chik	5 3%	26 5%	15 7%	11 4%	4 3%	12 4%	45 7%	40 9%	15 9%
Not at all likely	46 4%	46 4%	29 4%	17 4%	45 5%	28 5%	24 5%	16 5%	8 5%	21 4%	12 5%	9 3%	7 5%	10 3%	25 4% p	17 4% p	1 1%
Don't know	111 10%	111 10%	64 9%	47 10%	97 10%	50 10%	32 7%	24 8%	8 5%	65 13% fgh	26 12% dh	39 13% fhgh	11 8%	36 12%	46 8%	38 8%	14 9%
NET: LIKELY	904 80%	904 80%	533 78%	371 82%	776 80%	405 77%	368 81%	235 78%	133 86% abegij	408 78%	170 76%	238 80%	121 85%	250 81%	496 81%	363 79%	128 81%
NET: UNLIKELY	117 10%	117 10%	84 12% ck	33 7%	101 10%	68 13% cik	54 12% ck	41 14% cik	13 8%	47 9%	27 12% ck	20 7%	11 8%	22 7%	70 11%	57 12%	16 10%

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

QH1: Based on your experience, how likely are you to recommend switching to someone else (e.g. a friend or relative)?

Base : All switchers

	Total	LAST 12 MONTH SWITCHERS															Cancel		PAY TV		
		Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)			
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)									
Unweighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107				
Weighted Base	1132	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107				
Very likely	439 39%	322 42%	177 39%	145 47% bcg	279 43%	134 39%	129 43%	70 36%	59 55% abdefgijk	150 42%	64 42%	86 43%	43 47%	102 47%	172 42%	113 38%	43 40%				
Fairly likely	465 41%	283 37%	175 39%	108 35%	241 37%	133 38%	121 40%	83 43% dj	38 35%	120 34%	50 32%	70 35%	36 39%	72 33%	163 40%	125 42%	42 39%				
Fairly unlikely	71 6%	49 6%	38 8% chl	11 4%	37 6%	26 7% ce	19 6%	16 8% ce	3 3%	18 5%	10 6%	8 4%	3 3%	8 4%	31 8%	28 9%	12 11%				
Not at all likely	46 4%	31 4%	20 4%	11 4%	31 5%	20 6%	15 5%	10 5%	5 5%	16 5%	10 6%	6 3%	4 4%	7 3%	15 4% p	10 3%	- -				
Don't know	111 10%	78 10% fh	44 10% fh	34 11% fh	68 10% fh	34 10% fh	17 6%	14 7%	3 3%	51 14% abfgh	20 13% fh	31 15% abfgh	6 7%	28 13%	27 7%	24 8%	10 9%				
NET: LIKELY	904 80%	605 79%	352 78%	253 82%	520 79%	267 77%	250 83% dj	153 79%	97 90% abdegijk	270 76%	114 74%	156 78%	79 86%	174 80%	335 82%	238 79%	85 79%				
NET: UNLIKELY	117 10%	80 10%	58 13% ck	22 7%	68 10%	46 13% ck	34 11%	26 13% ck	8 7%	34 10%	20 13% ce	14 7%	7 8%	15 7%	46 11%	38 13%	12 11%				

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

QH3 Cable access

Base : All

	Total	LAST 2 YEAR SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Weighted Base	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
Cable area	415	176	139	37	148	111	82	69	13	66	42	24	14	23	110	97	28
	16%	16%chk	20%acdhlk	8%	15%chk	21%acdhlk	18%chik	23%acdhlk	8%	13%ck	19%chik	8%	10%	7%	18%	21%	18%
Non cable area	1803	766	405	361	657	296	314	197	117	343	99	244	110	251	423	306	109
	71%	68%bej	59%j	80%abdefgij	67%bej	57%j	69%bej	66%bej	76%abdegij	66%bej	44%	82%abdefgij	77%	81%	69%	67%	69%
No answer	241	120	76	44	99	55	45	30	15	54	25	29	16	28	66	51	21
	10%	11%	11%	10%	10%	11%	10%	10%	10%	11%	10%	10%	11%	9%	11%	11%	13%
Missing	70	70	61	9	70	61	13	4	9	57	57	-	3	6	13	4	-
	3%	6%cfhk	9%acfhk	2%k	7%cfhk	12%acdfghk	3%k	1%k	6%cfhk	11%acdfhk	26%abdefghik	-	2%	2%	2%	1%	-

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

QH3 Cable access

Base : All

	Total	LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
		Switcher Sample groups											Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPT (n)	Triple CPS & SAPT CPS (o)	SAPT CPS (p)
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)					
Unweighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
Weighted Base	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
Cable area	415	124	97	27	102	75	54	46	8	48	29	19	10	17	76	68	22
	16%	16%chk	21%acdhi	9%	16%chk	22%acdhi	18%chk	24%acdhi	7%	14%	19%chk	9%	11%	8%	19%	23%	21%
Non cable area	1803	504	257	247	432	185	205	122	83	227	63	164	69	178	277	194	72
	71%	66%bej	57%j	80%abdefgij	66%bej	53%j	68%bej	63%ej	77%abdefgij	64%bej	41%	82%abdefgij	75%	82%	68%	65%	67%
No answer	241	84	55	29	71	42	33	22	11	38	20	18	11	18	46	35	13
	10%	11%	12%	9%	11%	12%	11%	11%	10%	11%	13%	9%	12%	8%	11%	12%	12%
Missing	70	51	45	6	51	45	9	3	6	42	42	-	2	4	9	3	-
	3%	7%cfkg	10%acfgk	2%k	8%cfkg	13%acdfghk	3%k	2%	6%k	12%acdfgk	27%abdefghik	-	2%	2%	2%	1%	-

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

QH3 Cable access

Base : All

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Unweighted Base	2529	699	466	233	698	339	359
Weighted Base	2529	699	466	233	698	342	356
Cable area	415	111	84	27	128	66	62
	16%	16%	18% ^c	12%	18% ^c	19% ^c	17%
Non cable area	1803	524	336	188	513	239	274
	71%	75%	72%	81% ^{bde}	73%	70%	77%
No answer	241	64	46	18	57	37	20
	10%	9%	10%	8%	8%	11%	6%
Missing	70	-	-	-	-	-	-
	3%	-	-	-	-	-	-

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

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		LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
Total		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
2529		1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
LAST 2 YEAR SWITCHERS																	
Switcher Sample groups																	
1132		1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
45%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
681		681	681	-	523	523	300	300	-	223	223	-	-	-	458	458	158
27%		60%cdhik	100%acdthik	-	54%chik	100%acdfthik	66%acdthik	100%acdthik	-	43%chk	100%acdthik	-	-	-	75%	100%cn	100%cn
451		451	-	451	451	-	154	-	154	297	-	297	143	308	154	-	-
18%		40%befgj	-	100%abdefgij	46%abefgj	-	34%begj	-	100%abdefgij	57%abdefgj	-	100%abdefgij	100%	100%	25%op	-	-
974		974	523	451	974	523	454	300	154	520	223	297	143	308	454	300	-
39%		86%cb	77%	100%ab	100%ab	100%ab	100%ab	100%ab	100%ab	100%ab	100%ab	100%ab	100%	100%	74%op	66%op	-
523		523	523	-	523	523	300	300	-	223	223	-	-	-	300	300	-
21%		46%chik	77%acdthik	-	54%achik	100%abcdthik	66%acdthik	100%abcdthik	-	43%chk	100%abcdthik	-	-	-	49%op	66%op	-
454		454	300	154	454	300	454	300	154	-	-	-	46	108	454	300	-
18%		40%cijk	44%cijk	34%ijk	47%acijk	57%abcdeijk	100%abcdeijk	100%abcdeijk	100%abcdeijk	-	-	-	32%	35%	74%op	66%op	-
300		300	300	-	300	300	300	300	-	-	-	-	-	-	300	300	-
12%		27%chijk	44%acdthik	-	31%achijk	57%abcdhijk	66%abcdehijk	100%abcdehijk	-	-	-	-	-	-	49%op	66%op	-
154		154	-	154	154	-	154	-	154	-	-	-	46	108	154	-	-
6%		14%begijk	-	34%abdegijk	16%abegijk	-	34%abdegijk	-	100%abcdeijk	-	-	-	32%	35%	25%op	-	-
520		520	223	297	520	223	-	-	-	520	223	297	97	200	-	-	-
21%		46%bfgih	33%fgh	66%abdefgh	53%abefgh	43%bfgih	-	-	-	100%abcdegh	100%abcdegh	100%abcdegh	68%	65%	-	-	-
223		223	223	-	223	223	-	-	-	223	223	-	-	-	-	-	-
9%		20%cfghk	33%acdghk	-	23%cfghk	43%abcdfghk	-	-	-	43%abcdfghk	100%abcdfghk	-	-	-	-	-	-
297		297	-	297	297	-	-	-	-	297	-	297	97	200	-	-	-
12%		26%befghi	-	66%abdefghi	30%abefghi	-	-	-	-	57%abdefghi	-	100%abcdeghi	68%	65%	-	-	-
Cancel																	
143		143	-	143	143	-	46	-	46	97	-	97	143	-	46	-	-
6%		13%begj	-	32%abdefgij	15%befgj	-	10%begj	-	30%abdefgij	19%abdefgj	-	33%abdefgij	100%am	-	8%op	-	-
308		308	-	308	308	-	108	-	108	200	-	200	-	308	108	-	-
12%		27%begj	-	68%abdefgij	32%abefgj	-	24%begj	-	70%abdefgij	38%abdefgj	-	67%abdefgij	-	100%al	16%op	-	-
PAY TV																	
612		612	458	154	454	300	454	300	154	-	-	-	46	108	612	458	158
24%		54%cdijk	67%acdeijk	34%ijk	47%acijk	57%cdijk	100%abcdeijk	100%abcdeijk	100%abcdeijk	-	-	-	32%	35%	100%	100%	100%
458		458	458	-	300	300	300	300	-	-	-	-	-	-	458	458	158
18%		40%cdhijk	67%acdehijk	-	31%chijk	57%acdijk	66%acdehijk	100%abcdehijk	-	-	-	-	-	-	75%	100%cn	100%cn
158		158	158	-	-	-	-	-	-	-	-	-	-	-	158	158	158
6%		14%cdefghijk	23%acdefghijk	-	-	-	-	-	-	-	-	-	-	-	26%	34%cn	100%cn

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

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		LAST 12 MONTH SWITCHERS											Cancel		PAY TV		
Total	Switcher Sample groups												Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
	Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)						
2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107	
1132	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107	
45%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
681	454	454	-	347	347	193	193	-	154	154	-	-	-	300	300	107	
27%	60%cdhik	100%acdthik	-	53%chik	100%acdthik	64%cdhik	100%acdthik	-	43%chk	100%acdthik	-	-	-	74%	100%cn	100%cn	
451	309	-	309	309	-	108	-	108	201	-	201	92	217	108	-	-	
18%	40%begj	-	100%abdefgj	47%abefgj	-	36%begj	-	100%abdefgj	57%abdefgj	-	100%abdefgj	100%	100%	26%op	-	-	
974	656	347	309	656	347	301	193	108	355	154	201	92	217	301	193	-	
39%	86%ab	76%	100%ab	100%ab	100%ab	100%ab	100%ab	100%ab	100%ab	100%ab	100%ab	100%	100%	74%op	64%op	-	
523	347	347	-	347	347	193	193	-	154	154	-	-	-	193	193	-	
21%	45%chik	76%acdthik	-	53%achik	100%abcdthik	64%acdthik	100%abcdthik	-	43%chk	100%abcdthik	-	-	-	47%op	64%op	-	
454	301	193	108	301	193	301	193	108	-	-	-	32	76	301	193	-	
18%	39%clijk	43%clijk	35%clijk	46%aclijk	56%abedijk	100%abcdeijk	100%abcdeijk	100%abcdeijk	-	-	-	35%	35%	74%op	64%op	-	
300	193	193	-	193	193	193	193	-	-	-	-	-	-	193	193	-	
12%	25%chijk	43%acdthik	-	29%chijk	56%abcdhijk	64%abcdehijk	100%abcdehijk	-	-	-	-	-	-	47%op	64%op	-	
154	108	-	108	108	-	108	-	108	-	-	-	32	76	108	-	-	
6%	14%begijk	-	35%abdegijk	16%begijk	-	36%abdegijk	-	100%abcdeijk	-	-	-	35%	35%	26%op	-	-	
520	355	154	201	355	154	-	-	-	355	154	201	60	141	-	-	-	
21%	47%btfgh	34%fgh	65%abdefgh	54%abefgh	44%btfgh	-	-	-	100%abcdegh	100%abcdegh	100%abcdegh	65%	65%	-	-	-	
223	154	154	-	154	154	-	-	-	154	154	-	-	-	-	-	-	
9%	20%cfghk	34%acdthik	-	23%cfghk	44%abcdfghk	-	-	-	43%abcdfghk	100%abcdfghk	-	-	-	-	-	-	
297	201	-	201	201	-	-	-	-	201	-	201	60	141	-	-	-	
12%	26%befghi	-	65%abdefghi	31%befghi	-	-	-	-	57%abdefghi	-	100%abcdeghi	65%	65%	-	-	-	
Cancel																	
143	92	-	92	92	-	32	-	32	60	-	60	92	-	32	-	-	
6%	12%begj	-	30%abdefgij	14%begj	-	11%begj	-	30%abdefgij	17%abefgj	-	30%abdefgij	100%am	-	8%op	-	-	
308	217	-	217	217	-	76	-	76	141	-	141	-	217	76	-	-	
12%	28%begj	-	70%abdefgij	33%abefgj	-	25%begj	-	70%abdefgij	40%abdefgj	-	70%abdefgij	-	100%al	19%op	-	-	
PAY TV																	
612	408	300	108	301	193	301	193	108	-	-	-	32	76	408	300	107	
24%	53%cdijk	66%acdeijk	35%clijk	46%clijk	56%cdijk	100%abcdeijk	100%abcdeijk	100%abcdeijk	-	-	-	35%	35%	100%	100%	100%	
458	300	300	-	193	193	193	193	-	-	-	-	-	-	300	300	107	
18%	39%cdhijk	66%acdehijk	-	29%chijk	56%acdthijk	64%acdehijk	100%abcdehijk	-	-	-	-	-	-	74%	100%cn	100%cn	
158	107	107	-	-	-	-	-	-	-	-	-	-	-	107	107	107	
6%	14%cdefghijk	24%acdefghijk	-	-	-	-	-	-	-	-	-	-	-	26%	36%cn	100%cn	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
* small base

Total	NON-SWITCHER SAMPLE GROUPS					
	DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Total	2529	699	466	233	698	342
LAST 2 YEAR SWITCHERS						
Switcher Sample groups						
Total switchers (inc. SAPTV)	1132 45%	-	-	-	-	-
Dual & Triple & SA CPS	681 27%	-	-	-	-	-
Dual & Triple ORS	451 18%	-	-	-	-	-
Total Triple & Dual	974 39%	-	-	-	-	-
Dual & Triple CPS	523 21%	-	-	-	-	-
Total Triple	454 18%	-	-	-	-	-
Triple CPS	300 12%	-	-	-	-	-
Triple ORS	154 6%	-	-	-	-	-
Total Dual	520 21%	-	-	-	-	-
Dual CPS	223 9%	-	-	-	-	-
Dual ORS	297 12%	-	-	-	-	-
Cancel						
Triple/ Dual ORS cancel	143 6%	-	-	-	-	-
Triple/ Dual ORS no cancel	308 12%	-	-	-	-	-
PAY TV						
Total Triple & SAPTV	612 24%	-	-	-	-	-
Triple CPS & SAPTV CPS	458 18%	-	-	-	-	-
SAPTV CPS	158 6%	-	-	-	-	-

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

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		LAST 2 YEAR SWITCHERS															
Total		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Total	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
LAST 12 MONTH SWITCHERS																	
Switcher Sample groups																	
Total switchers (inc. SAPTV)	763	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
30%		67%	67%	69%	67%	66%	66%	64%	70%	68%	69%	68%	64%	70%	67%	66%	68%
Dual & Triple & SA CPS	454	454	454	-	347	347	193	193	-	154	154	-	-	-	300	300	107
18%		40%cdhik	67%acdthik	-	36%chik	66%acdthik	43%cdhik	64%acdthik	-	30%chk	69%acdthik	-	-	-	49%	66%cn	68%cn
Dual & Triple ORS	309	309	-	309	309	-	108	-	108	201	-	201	92	217	108	-	-
12%		27%begj	-	69%abdefgij	32%abefgj	-	24%begj	-	70%abdefgij	39%abdefgj	-	68%abdefgij	64%	70%	18%op	-	-
Total Triple & Dual	656	656	347	309	656	347	301	193	108	355	154	201	92	217	301	193	-
26%		58%cb	51%	69%ab	67%ab	66%ab	66%ab	64%ab	70%ab	68%ab	69%ab	68%ab	64%	70%	49%op	42%op	-
Dual & Triple CPS	347	347	347	-	347	347	193	193	-	154	154	-	-	-	193	193	-
14%		31%chik	51%acdthik	-	36%achik	66%abcdthik	43%acdthik	64%abcdthik	-	30%chk	69%abcdthik	-	-	-	32%op	42%op	-
Total Triple	301	301	193	108	301	193	301	193	108	-	-	-	32	76	301	193	-
12%		27%ajik	28%ajik	24%ajik	31%acjik	37%abedjik	66%abcdeijk	64%abcdeijk	70%abcdeijk	-	-	-	22%	25%	49%op	42%op	-
Triple CPS	193	193	193	-	193	193	193	193	-	-	-	-	-	-	193	193	-
8%		17%chijk	28%acdthijk	-	20%chijk	37%abcdhijk	43%abcdhijk	64%abcdhijk	-	-	-	-	-	-	32%op	42%op	-
Triple ORS	108	108	-	108	108	-	108	-	108	-	-	-	32	76	108	-	-
4%		10%begijk	-	24%abdegijk	11%begijk	-	24%abdegijk	-	70%abcdeijk	-	-	-	22%	25%	18%op	-	-
Total Dual	355	355	154	201	355	154	-	-	-	355	154	201	60	141	-	-	-
14%		31%btgh	23%tgh	45%abdefgh	36%abefgh	29%btgh	-	-	-	68%abcdegh	69%abcdegh	68%abcdegh	42%	46%	-	-	-
Dual CPS	154	154	154	-	154	154	-	-	-	154	154	-	-	-	-	-	-
6%		14%ctghk	23%acdthik	-	16%ctghk	29%abcdthik	-	-	-	30%abcdthik	69%abcdthik	-	-	-	-	-	-
Dual ORS	201	201	-	201	201	-	-	-	-	201	-	201	60	141	-	-	-
8%		18%befghi	-	45%abdefghi	21%befghi	-	-	-	-	39%abdefghi	-	68%abdefghi	42%	46%	-	-	-
Cancel																	
Triple/ Dual ORS cancel	92	92	-	92	92	-	32	-	32	60	-	60	92	-	32	-	-
4%		8%begj	-	20%abdefgij	9%begj	-	7%begj	-	21%abdefgij	12%abefgj	-	20%abdefgij	64%om	-	5%op	-	-
Triple/ Dual ORS no cancel	217	217	-	217	217	-	76	-	76	141	-	141	-	217	76	-	-
9%		19%begj	-	48%abdefgij	22%abefgj	-	17%begj	-	49%abdefgij	27%abdefgj	-	47%abdefgij	-	70%ol	12%op	-	-
PAY TV																	
Total Triple & SAPTV	408	408	300	108	301	193	301	193	108	-	-	-	32	76	408	300	107
16%		36%cdijk	44%acdeijk	24%ajik	31%cijik	37%cdijk	66%abcdeijk	64%abcdeijk	70%abcdeijk	-	-	-	22%	25%	67%	66%	68%
Triple CPS & SAPTV CPS	300	300	300	-	193	193	193	193	-	-	-	-	-	-	300	300	107
12%		27%cdhijk	44%acdehijk	-	20%chijk	37%acdthijk	43%acdthijk	64%abcdthijk	-	-	-	-	-	-	49%	66%cn	68%cn
SAPTV CPS	107	107	107	-	-	-	-	-	-	-	-	-	-	-	107	107	107
4%		9%cdefghijk	16%acdfeijk	-	-	-	-	-	-	-	-	-	-	-	17%	23%cn	68%cn

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

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		LAST 12 MONTH SWITCHERS														
Total	Switcher Sample groups											Cancel		PAY TV		
	Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
763	763	454	309	656	347	301	193	108	355	154	201	92	217	408	300	107
30%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
454	454	454	-	347	347	193	193	-	154	154	-	-	-	300	300	107
18%	60%cdhik	100%acdthik	-	53%chik	100%acdthik	64%cdhik	100%acdthik	-	43%chk	100%acdthik	-	-	-	74%	100%cn	100%cn
309	309	-	309	309	-	108	-	108	201	-	201	92	217	108	-	-
12%	40%begj	-	100%abdefgij	47%abefgj	-	36%begj	-	100%abdefgij	57%abdefgj	-	100%abdefgij	100%	100%	26%op	-	-
656	656	347	309	656	347	301	193	108	355	154	201	92	217	301	193	-
26%	86%ab	76%	100%ab	100%ab	100%ab	100%ab	100%ab	100%ab	100%ab	100%ab	100%ab	100%	100%	74%op	64%op	-
347	347	347	-	347	347	193	193	-	154	154	-	-	-	193	193	-
14%	45%chik	76%acdthik	-	53%achik	100%abcdthik	64%acdthik	100%abcdthik	-	43%chk	100%abcdthik	-	-	-	47%op	64%op	-
301	301	193	108	301	193	301	193	108	-	-	-	32	76	301	193	-
12%	39%cljk	43%cljk	35%cljk	46%accljk	56%abcedijk	100%abcedijk	100%abcedijk	100%abcedijk	-	-	-	35%	35%	74%op	64%op	-
193	193	193	-	193	193	193	193	-	-	-	-	-	-	193	193	-
8%	25%chijk	43%acdthik	-	29%chijk	56%abcedhijk	64%abcedhijk	100%abcedhijk	-	-	-	-	-	-	47%op	64%op	-
108	108	-	108	108	-	108	-	108	-	-	-	32	76	108	-	-
4%	14%begijk	-	35%abdegijk	16%begijk	-	36%abdegijk	-	100%abcedgijk	-	-	-	35%	35%	26%op	-	-
355	355	154	201	355	154	-	-	-	355	154	201	60	141	-	-	-
14%	47%bfgk	34%fgh	65%abdefgh	54%abefgh	44%bfgk	-	-	-	100%abcedfgh	100%abcedfgh	100%abcedfgh	65%	65%	-	-	-
154	154	154	-	154	154	-	-	-	154	154	-	-	-	-	-	-
6%	20%cfghk	34%acdthik	-	23%cfghk	44%abcedfghk	-	-	-	43%abcedfghk	100%abcedfghk	-	-	-	-	-	-
201	201	-	201	201	-	-	-	-	201	-	201	60	141	-	-	-
8%	26%bdefgh	-	65%abdefghij	31%bdefgh	-	-	-	-	57%abdefgh	-	100%abcedfghij	65%	65%	-	-	-
92	92	-	92	92	-	32	-	32	60	-	60	92	-	32	-	-
4%	12%begj	-	30%abdefgij	14%begj	-	11%begj	-	30%abdefgij	17%abefgj	-	30%abdefgij	100%am	-	8%op	-	-
217	217	-	217	217	-	76	-	76	141	-	141	-	217	76	-	-
9%	28%begj	-	70%abdefgij	33%bdefgj	-	25%begj	-	70%abdefgij	40%abdefgj	-	70%abdefgij	-	100%al	19%op	-	-
408	408	300	108	301	193	301	193	108	-	-	-	32	76	408	300	107
16%	53%cdijk	66%acdeijk	35%cljk	46%cljk	56%cdijk	100%abcedijk	100%abcedijk	100%abcedijk	-	-	-	35%	35%	100%	100%	100%
300	300	300	-	193	193	193	193	-	-	-	-	-	-	300	300	107
12%	39%cdhijk	66%acdehijk	-	29%chijk	56%acdthijk	64%acdehijk	100%abcedhijk	-	-	-	-	-	-	74%	100%cn	100%cn
107	107	107	-	-	-	-	-	-	-	-	-	-	-	107	107	107
4%	14%cddefghijk	24%acdefghijk	-	-	-	-	-	-	-	-	-	-	-	26%	36%cn	100%cn

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p
* small base

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Total	2529	699	466	233	698	342	356
LAST 12 MONTH SWITCHERS							
Switcher Sample groups							
Total switchers (inc. SAPTV)	763 30%	-	-	-	-	-	-
Dual & Triple & SA CPS	454 18%	-	-	-	-	-	-
Dual & Triple ORS	309 12%	-	-	-	-	-	-
Total Triple & Dual	656 26%	-	-	-	-	-	-
Dual & Triple CPS	347 14%	-	-	-	-	-	-
Total Triple	301 12%	-	-	-	-	-	-
Triple CPS	193 8%	-	-	-	-	-	-
Triple ORS	108 4%	-	-	-	-	-	-
Total Dual	355 14%	-	-	-	-	-	-
Dual CPS	154 6%	-	-	-	-	-	-
Dual ORS	201 8%	-	-	-	-	-	-
Cancel							
Triple/ Dual ORS cancel	92 4%	-	-	-	-	-	-
Triple/ Dual ORS no cancel	217 9%	-	-	-	-	-	-
PAY TV							
Total Triple & SAPTV	408 16%	-	-	-	-	-	-
Triple CPS & SAPTV CPS	300 12%	-	-	-	-	-	-
SAPTV CPS	107 4%	-	-	-	-	-	-

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

	Total	LAST 2 YEAR SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Total	2529	1132	681	451	974	523	454	300	154	520	223	297	143	308	612	458	158
NON-SWITCHER SAMPLE GROUPS																	
DNT Total	699	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNT Negotiation	466	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNT no negotiation	233	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NSNAC Total	698	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NSNAC Negotiation	342	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NSNAC no negotiation	356	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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	Total	LAST 12 MONTH SWITCHERS															
		Switcher Sample groups											Cancel		PAY TV		
		Total switchers (inc. SAPTV) (a)	Dual & Triple & SA CPS (b)	Dual & Triple ORS (c)	Total Triple & Dual (d)	Dual & Triple CPS (e)	Total Triple (f)	Triple CPS (g)	Triple ORS (h)	Total Dual (i)	Dual CPS (j)	Dual ORS (k)	Triple/ Dual ORS cancel (l)	Triple/ Dual ORS no cancel (m)	Total Triple & SAPTV (n)	Triple CPS & SAPTV CPS (o)	SAPTV CPS (p)
Total	2529	763	454	309	656	347	301	193	108	355	154	201	92*	217	408	300	107
NON-SWITCHER SAMPLE GROUPS																	
DNT Total	699	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNT Negotiation	466	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNT no negotiation	233	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NSNAC Total	698	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NSNAC Negotiation	342	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NSNAC no negotiation	356	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Total	NON-SWITCHER SAMPLE GROUPS					
		DNT Total (a)	DNT Negotiation (b)	DNT no negotiation (c)	NSNAC Total (d)	NSNAC Negotiation (e)	NSNAC no negotiation (f)
Total	2529	699	466	233	698	342	356
NON-SWITCHER SAMPLE GROUPS							
DNT Total	699	699	466	233	-	-	-
	28%	100%def	100%def	100%def	-	-	-
DNT Negotiation	466	466	466	-	-	-	-
	18%	67%cddef	100%acdef	-	-	-	-
DNT no negotiation	233	233	-	233	-	-	-
	9%	33%bdef	-	100%abdef	-	-	-
NSNAC Total	698	-	-	-	698	342	356
	28%	-	-	-	100%abc	100%abc	100%abc
NSNAC Negotiation	342	-	-	-	342	342	-
	14%	-	-	-	49%abcf	100%abcdf	-
NSNAC no negotiation	356	-	-	-	356	-	356
	14%	-	-	-	51%abce	-	100%abcde

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