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## Mobile Handset Study (QS0571 - 310501)

## Q.1 Do you PERSONALLY use any of the following devices?

Base: All adults UK

	Total	GENDER		AGE									SOCIAL GRADE			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	1073	520	553	111	195	146	150	159	194	118	306	767	196	262	233	382
Weighted Base	1073	520	553	154*	216	164	163	169	131	76	370	703	226	311	222	315
A Smartphone (e.g. iPhone, Blackberry, HTC, etc)	745 69%	378 73%b	367 66%	139 90%fghik	189 87%fghik	136 83%ghik	119 73%ghik	100 59%hi	54 41%i	8 10%	328 89%fghik	417 59%hi	166 74%o	241 77%o	159 72%o	179 57%
A mobile phone (not a Smartphone) with internet access	127 12%	56 11%	72 13%	12 8%	24 11%	13 8%	30 18%cej	21 12%	18 14%	9 12%	36 10%	92 13%	35 15%	36 11%	24 11%	32 10%
A mobile phone without internet access	144 13%	62 12%	81 15%	1 1%	15 7%c	18 11%cj	13 8%c	30 18%cdfj	36 28%cdelfgjk	31 21%cdelfghjk	16 4%	128 18%cdelfj	34 15%lm	14 4%	34 15%lm	62 20%lm
A tablet (e.g. iPad, Samsung Galaxy)	497 46%	234 45%	264 48%	63 41%i	110 51%i	98 59%cg hijk	80 49%i	80 47%i	55 42%i	13 16%	173 47%i	324 46%i	142 63%lmno	157 50%o	93 42%	106 34%
A desktop computer	225 21%	142 27%b	83 15%	23 15%	40 18%	35 21%i	41 25%ij	41 24%i	37 29%cdij	8 11%	63 17%	162 23%ij	75 33%lmno	69 22%o	36 16%	46 14%
A laptop or netbook	596 56%	299 58%	297 54%	93 61%hi	143 66%hik	96 59%hi	95 59%hi	99 59%hi	55 42%i	14 18%	236 64%hik	360 51%hi	169 75%lmno	200 64%no	95 43%	132 42%
An e-reader (e.g. Kindle, Kobo)	126 12%	56 11%	71 13%	11 7%	29 13%i	23 14%i	15 9%	26 15%i	20 15%ci	3 4%	40 11%i	87 12%i	45 20%no	42 14%o	23 11%o	16 5%
A games console( e.g. Xbox 360, PS3, Nintendo Wii)	174 16%	125 24%b	48 9%	45 30%fghik	56 26%fghik	46 28%fghik	17 10%hi	8 5%hi	1 *	-	102 28%fghik	72 10%ghi	41 18%	39 12%	48 22%lm	46 15%
A portable gaming device (e.g. SonyPSP/Vita, Nintendo DS)	43 4%	29 6%b	14 3%	13 8%fghik	17 8%fghik	7 4%i	3 2%	2 1%	1 1%	-	30 8%fghik	13 2%	10 5%	10 3%	17 7%mo	7 2%
<b>SUMMARY CODES</b>																
ANY MOBILE PHONE	974 91%	473 91%	501 91%	148 96%ghik	210 97%ghik	158 96%ghik	155 95%ghik	148 87%i	106 81%i	48 63%	359 97%ghik	615 87%hi	218 97%mo	285 92%o	207 93%o	263 84%
ANY MOBILE WITH INTERNET ACCESS	852 79%	428 82%b	424 77%	148 96%efghi	205 95%eghik	146 89%ghik	145 89%ghik	120 71%hi	71 55%i	17 23%	353 95%efghi	499 71%hi	189 84%o	273 88%o	181 82%o	208 66%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base

## Q.1 Do you PERSONALLY use any of the following devices?

Base: All adults UK

	Total	GENDER		AGE									SOCIAL GRADE			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	1073	520	553	111	195	146	150	159	194	118	306	767	196	262	233	382
Weighted Base	1073	520	553	154*	216	164	163	169	131	76	370	703	226	311	222	315
ANY COMPUTER INC. TABLET	813	398	415	125	180	129	131	132	91	24	305	508	206	260	153	193
	76%	76%	75%	81%hi	83%hik	78%i	81%hik	78%i	70%i	32%	83%hik	72%i	91% <i>mno</i>	84% <i>no</i>	69%	61%
ANY COMPUTER EXC. TABLET	682	349	333	105	155	103	109	114	78	19	260	422	188	225	114	154
	64%	67% <i>b</i>	60%	68%i	72%hik	63%i	67%i	67%i	59%i	25%	70%hik	60%i	83% <i>mno</i>	72% <i>no</i>	51%	49%
ANY GAMING DEVICE	189	136	52	51	60	49	17	10	2	-	111	78	47	42	54	46
	18%	26% <i>b</i>	9%	33% <i>fghik</i>	28% <i>fghik</i>	30% <i>fghik</i>	10%hi	6%hi	1%	-	30% <i>fghik</i>	11%hi	21%	14%	24% <i>mo</i>	15%
ANY DEVICE	1013	488	525	151	213	162	160	160	115	52	365	648	223	296	214	280
	94%	94%	95%	98%hik	99%ghik	99%ghik	98%hik	94%i	88%i	67%	99%ghik	92%i	99% <i>mo</i>	95% <i>o</i>	96% <i>o</i>	89%
None	58	31	27	2	3	2	3	9	15	23	4	54	2	14	8	34
	5%	6%	5%	1%	1%	1%	2%	6% <i>dej</i>	12% <i>cdefj</i>	31% <i>cdefgh</i>	1%	8% <i>cdefj</i>	1%	5% <i>l</i>	3%	11% <i>lmn</i>
Don't know	2	1	1	1	-	-	-	-	-	1	1	1	1	1	1	-
	*	*	*	*	-	-	-	-	-	2% <i>djk</i>	*	*	*	*	*	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base

## Mobile Handset Study (QS0571 - 310501)

## Q.1 Do you PERSONALLY use any of the following devices?

Base: All adults UK

	Total	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY			
		Married \Living as married (a)	Single (b)	Widow \Divorced \Separated (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	1073	614	274	185	516	557	298	775	849	224	863	94	55	61
Weighted Base	1073	621	303	150	593	480	334	739	858	215	904	91*	54*	24*
A Smartphone (e.g. iPhone, Blackberry, HTC, etc)	745 69%	444 71% <sup>c</sup>	237 78% <sup>c</sup>	64 43%	493 83% <sup>e</sup>	252 52%	281 84% <sup>g</sup>	463 63%	603 70%	142 66%	639 71% <sup>m</sup>	59 65%	33 61%	14 57%
A mobile phone (not a Smartphone) with internet access	127 12%	79 13%	30 10%	18 12%	65 11%	62 13%	35 10%	93 13%	105 12%	22 10%	106 12%	11 13%	6 11%	4 17%
A mobile phone without internet access	144 13%	78 12% <sup>b</sup>	23 7%	44 29% <sup>ab</sup>	38 6%	105 22% <sup>d</sup>	25 8%	118 16% <sup>f</sup>	107 12%	37 17%	115 13%	17 18%	6 12%	6 23% <sup>j</sup>
A tablet (e.g. iPad, Samsung Galaxy)	497 46%	332 53% <sup>bc</sup>	119 39%	47 31%	319 54% <sup>e</sup>	178 37%	180 54% <sup>g</sup>	317 43%	401 47%	97 45%	417 46%	42 46%	23 42%	16 64% <sup>jk</sup>
A desktop computer	225 21%	150 24% <sup>c</sup>	54 18%	21 14%	139 24% <sup>e</sup>	86 18%	52 16%	173 23% <sup>f</sup>	184 22%	41 19%	194 22% <sup>m</sup>	18 20%	11 20%	2 8%
A laptop or netbook	596 56%	377 61% <sup>c</sup>	167 55% <sup>c</sup>	52 35%	381 64% <sup>e</sup>	216 45%	191 57%	406 55%	475 55%	122 56%	504 56%	53 58%	27 51%	12 50%
An e- reader (e.g. Kindle, Kobo)	126 12%	85 14%	29 10%	12 8%	82 14% <sup>e</sup>	44 9%	25 7%	102 14% <sup>f</sup>	99 12%	27 13%	101 11%	16 18%	7 14%	2 7%
A games console( e.g. Xbox 360, PS3, Nintendo Wii)	174 16%	104 17% <sup>c</sup>	67 22% <sup>c</sup>	3 2%	128 22% <sup>e</sup>	46 9%	79 24% <sup>g</sup>	94 13%	135 16%	38 18%	147 16%	17 18%	7 14%	2 8%
A portable gaming device (e.g. SonyPSP\Vita, Nintendo DS)	43 4%	21 3%	21 7% <sup>ac</sup>	1 1%	26 4%	18 4%	16 5%	27 4%	32 4%	11 5%	37 4%	4 5%	1 1%	1 5%
<b>SUMMARY CODES</b>														
ANY MOBILE PHONE	974 91%	574 92% <sup>c</sup>	279 92% <sup>c</sup>	120 80%	573 97% <sup>e</sup>	401 84%	321 96% <sup>g</sup>	653 88%	779 91%	195 91%	823 91%	82 90%	45 84%	24 97%
ANY MOBILE WITH INTERNET ACCESS	852 79%	511 82% <sup>c</sup>	261 86% <sup>c</sup>	80 53%	546 92% <sup>e</sup>	306 64%	307 92% <sup>g</sup>	545 74%	689 80%	163 76%	728 81%	67 74%	39 72%	18 73%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base

## Mobile Handset Study (QS0571 - 310501)

Q.1 Do you PERSONALLY use any of the following devices?

Base: All adults UK

	Total	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY			
		Married \Living as married (a)	Single (b)	Widow/D ivorced \Separa ted (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	1073	614	274	185	516	557	298	775	849	224	863	94	55	61
Weighted Base	1073	621	303	150	593	480	334	739	858	215	904	91*	54*	24*
ANY COMPUTER INC. TABLET	813	506	223	84	502	312	257	556	646	167	685	70	39	18
	76%	82%bc	74%c	56%	85%e	65%	77%	75%	75%	78%	76%	77%	73%	74%
ANY COMPUTER EXC. TABLET	682	427	191	63	425	257	202	479	542	139	577	59	33	13
	64%	69%c	63%c	42%	72%e	54%	61%	65%	63%	65%	64%	65%	61%	53%
ANY GAMING DEVICE	189	112	74	3	135	54	83	105	146	43	159	18	8	3
	18%	18%c	24%ac	2%	23%e	11%	25%g	14%	17%	20%	18%	20%	15%	13%
ANY DEVICE	1013	597	288	128	584	429	328	685	806	207	855	86	48	24
	94%	96%c	95%c	85%	99%e	89%	98%g	93%	94%	96%	95%	95%	89%	99%
None	58	23	14	21	8	50	5	53	49	9	47	5	5	*
	5%	4%	5%	14%ab	1%	10%d	1%	7%f	6%	4%	5%	5%	10%	1%
Don't know	2	1	1	1	1	1	1	1	2	-	2	-	1	-
	*	*	*	*	*	*	*	*	*	-	*	-	1%	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base

## Q.1 Do you PERSONALLY use any of the following devices?

Base: All adults UK

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	1073	39	119	87	71	96	102	128	138	83	55	94	61
Weighted Base	1073	42**	114	89*	76*	92*	110*	138	153	89*	54*	91*	24*
A Smartphone (e.g. iPhone, Blackberry, HTC, etc)	745 69%	32 75%	72 63%	65 73%	49 65%	63 69%	86 78%bijkl	103 74%il	118 77%bijl	52 59%	33 61%	59 65%	14 57%
A mobile phone (not a Smartphone) with internet access	127 12%	3 7%	15 13%	7 8%	8 11%	9 10%	10 9%	19 13%	14 9%	20 23%cefh	6 11%	11 13%	4 17%
A mobile phone without internet access	144 13%	4 10%	18 16%	15 17%	10 13%	7 7%	11 10%	17 13%	19 13%	12 14%	6 12%	17 18%e	6 23%ef
A tablet (e.g. iPad, Samsung Galaxy)	497 46%	26 61%	50 43%	34 38%	41 55%f	38 41%	41 37%	70 51%	72 47%	45 51%	23 42%	42 46%	16 64%bcethjk
A desktop computer	225 21%	11 27%	18 15%	15 17%	16 21%	21 22%l	21 19%	38 28%bl	40 26%l	15 17%	11 20%	18 20%	2 8%
A laptop or netbook	596 56%	19 44%	57 50%c	31 34%	45 60%c	51 55%c	66 60%c	88 64%bc	97 63%bc	50 57%c	27 51%	53 58%c	12 50%
An e- reader (e.g. Kindle, Kobo)	126 12%	6 15%	10 9%	10 11%	13 17%e	5 6%	9 8%	16 12%	17 11%	15 17%e	7 14%	16 18%ef	2 7%
A games console( e.g. Xbox 360, PS3, Nintendo Wii)	174 16%	8 19%	27 23%gl	16 17%	15 20%	11 12%	14 12%	14 10%	29 19%	14 16%	7 14%	17 18%	2 8%
A portable gaming device (e.g. SonyPSP/Vita, Nintendo DS)	43 4%	3 8%	5 5%	4 5%	4 5%	2 2%	9 8%h	4 3%	3 2%	2 2%	1 1%	4 5%	1 5%
<b>SUMMARY CODES</b>													
ANY MOBILE PHONE	974 91%	38 92%	103 90%	81 91%	64 85%	79 85%	103 94%	127 92%	146 95%dej	82 92%	45 84%	82 90%	24 97%
ANY MOBILE WITH INTERNET ACCESS	852 79%	34 82%	84 74%	70 79%	56 74%	72 79%	94 85%	115 83%	132 86%bjkl	70 79%	39 72%	67 74%	18 73%
ANY COMPUTER INC. TABLET	813 76%	34 82%	78 68%	53 60%	58 77%c	67 73%	87 79%c	117 84%bc	123 80%bc	68 77%c	39 73%	70 77%c	18 74%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Q.1 Do you PERSONALLY use any of the following devices?

Base: All adults UK

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	1073	39	119	87	71	96	102	128	138	83	55	94	61
Weighted Base	1073	42**	114	89*	76*	92*	110*	138	153	89*	54*	91*	24*
ANY COMPUTER EXC. TABLET	682 64%	23 55%	64 56%	38 43%	47 62% <sup>c</sup>	59 64% <sup>c</sup>	75 68% <sup>c</sup>	102 74% <sup>bcl</sup>	114 74% <sup>bcl</sup>	56 63% <sup>c</sup>	33 61%	59 65% <sup>c</sup>	13 53%
ANY GAMING DEVICE	189 18%	8 19%	27 24% <sup>g</sup>	16 17%	17 22%	12 13%	17 16%	18 13%	29 19%	15 17%	8 15%	18 20%	3 13%
ANY DEVICE	1013 94%	40 96%	107 93%	83 93%	71 93%	83 90%	108 98% <sup>ej</sup>	133 96%	148 96%	83 93%	48 89%	86 95%	24 99%
None	58 5%	2 4%	8 7%	6 7%	5 7%	9 10% <sup>fg</sup>	1 1%	4 3%	6 4%	6 7%	5 10% <sup>f</sup>	5 5%	* 1%
Don't know	2 *	-	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Q.1 Do you PERSONALLY use any of the following devices?

Base: All adults UK

	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING			
	Total	EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	1073	214	204	135	100	339	316	141	107	31	21	368	49	369
Weighted Base	1073	241	193	149	109	362	301	154	116	37	20	400	52	365
A Smartphone (e.g. iPhone, Blackberry, HTC, etc)	745 69%	192 80%	148 77%	117 78%	95 87%	270 75%	232 77%	120 78%	99 85%	32 85%	17 85%	332 83%	40 76%	282 77%
A mobile phone (not a Smartphone) with internet access	127 12%	31 13%	22 11%	21 14%	15 14%	48 13%	34 11%	24 15%	16 14%	4 11%	2 8%	53 13%	10 18%	46 13%
A mobile phone without internet access	144 13%	22 9%	31 16%	16 11%	7 7%	51 14%	51 17%	18 11%	11 9%	2 4%	3 15%	27 7%	9 16%	58 16%
A tablet (e.g. iPad, Samsung Galaxy)	497 46%	96 40%	112 58%	79 53%	60 55%	155 43%	166 55%	82 53%	64 55%	19 51%	12 61%	217 54%	21 41%	177 49%
A desktop computer	225 21%	50 21%	46 24%	34 23%	24 22%	80 22%	67 22%	36 24%	28 24%	4 12%	2 11%	83 21%	13 24%	86 23%
A laptop or netbook	596 56%	145 60%	115 60%	87 58%	67 61%	220 61%	182 60%	90 58%	69 59%	25 66%	15 75%	254 64%	30 58%	218 60%
An e-reader (e.g. Kindle, Kobo)	126 12%	28 12%	26 13%	24 16%	10 10%	50 14%	40 13%	24 16%	10 9%	6 16%	2 13%	54 13%	6 11%	54 15%
A games console( e.g. Xbox 360, PS3, Nintendo Wii)	174 16%	52 22%	41 21%	31 21%	11 10%	72 20%	49 16%	31 20%	13 11%	8 21%	2 8%	95 24%	7 13%	49 13%
A portable gaming device (e.g. SonyPSP/Vita, Nintendo DS)	43 4%	11 4%	11 6%	6 4%	3 3%	18 5%	12 4%	6 4%	5 5%	1 4%	2 8%	17 4%	4 8%	16 4%
<b>SUMMARY CODES</b>														
ANY MOBILE PHONE	974 91%	241 100%	193 100%	149 100%	109 100%	362 100%	301 100%	154 100%	116 100%	37 100%	20 100%	400 100%	52 100%	365 100%
ANY MOBILE WITH INTERNET ACCESS	852 79%	221 92%	165 86%	136 91%	104 95%	316 87%	257 85%	140 91%	110 94%	36 96%	18 89%	377 94%	46 89%	320 88%
ANY COMPUTER INC. TABLET	813 76%	189 78%	162 84%	119 80%	91 84%	286 79%	248 82%	124 81%	96 83%	29 79%	18 90%	328 82%	43 82%	294 81%
ANY COMPUTER EXC. TABLET	682 64%	168 70%	128 66%	97 65%	76 69%	251 69%	203 67%	102 66%	80 69%	27 72%	15 75%	279 70%	33 64%	252 69%



## Q.1 Do you PERSONALLY use any of the following devices?

Base: All adults UK

	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING			
	Total	EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	1073	214	204	135	100	339	316	141	107	31	21	368	49	369
Weighted Base	1073	241	193	149	109	362	301	154	116	37	20	400	52	365
ANY GAMING DEVICE	189	56	46	34	12	77	54	34	14	9	3	98	10	54
	18%	23%	24%	23%	11%	21%	18%	22%	12%	25%	16%	24%	19%	15%
ANY DEVICE	1013	241	193	149	109	362	301	154	116	37	20	400	52	365
	94%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None	58	-	-	-	-	-	-	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-

## Mobile Handset Study (QS0571 - 310501)

## Q.8 Which mobile network do you use most often?

Base: All who have a mobile phone

	Total	GENDER		AGE								SOCIAL GRADE				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	951	461	490	107	190	141	143	136	158	76	297	654	187	236	212	316
Weighted Base	974	473	501	148*	210	158	155	148	106	48*	359	615	218	285	207	263
EE	241 25%	115 24%	126 25%	54 37%efghi k	58 27%i	31 19%	37 24%	34 23%	20 19%	7 15%	112 31%ehik	129 21%	63 29%	71 25%	46 22%	60 23%
O2	193 20%	94 20%	99 20%	23 16%	45 22%	37 24%	30 19%	31 21%	19 18%	7 14%	69 19%	125 20%	40 18%	57 20%	40 19%	56 21%
Vodafone	149 15%	82 17%	67 13%	22 15%	26 12%	34 21%dhij	34 22%dhij	22 15%	8 7%	4 8%	48 13%	101 16%h	35 16%	44 15%	37 18%	33 13%
'3'	109 11%	48 10%	61 12%	25 17%eik	37 17%egik	9 6%	15 10%i	12 8%i	10 10%i	* 1%	62 17%eghik	47 8%i	24 11%	31 11%	26 12%	28 11%
Virgin Media\ Any Virgin	53 5%	29 6%	25 5%	2 1%	10 5%	8 5%	15 10%cj	9 6%	6 5%	4 8%c	12 3%	41 7%cj	14 7%	18 6%	13 6%	9 3%
TalkTalk	25 3%	16 3%	9 2%	1 1%	3 1%	6 4%	2 1%	6 4%	4 3%	3 6%cdfj	4 1%	20 3%	8 3%	5 2%	7 3%	5 2%
Talk Mobile	4 *	1 *	2 *	- -	- -	2 2%j	- -	- -	1 1%j	- -	- -	4 1%	- -	2 1%	- -	2 1%
Tesco	58 6%	19 4%	39 8%a	8 5%	5 3%	8 5%	15 3%	15 10%dfj	15 14%cdefjk	3 7%	13 4%	45 7%dj	9 4%	22 8%	13 6%	15 6%
Orange	9 1%	4 1%	4 1%	3 2%	- -	1 1%	- -	1 1%	3 3%df	1 2%d	3 1%	6 1%	- -	5 2%	2 1%	2 1%
T-Mobile	10 1%	6 1%	4 1%	- -	4 2%	- -	2 1%	- -	2 2%	2 4%cegk	4 1%	6 1%	2 1%	4 2%	2 1%	2 1%
Giffgaff	25 3%	13 3%	12 2%	5 3%	10 5%k	5 3%	2 1%	3 2%	1 1%	* 1%	15 4%k	10 2%	4 2%	4 1%	4 2%	14 5%m
Lebara	2 *	1 *	1 *	- -	1 *	- -	1 *	- -	- -	- -	1 *	1 *	- -	- -	- -	2 1%
Lycamobile	8 1%	4 1%	4 1%	1 1%	3 1%	2 1%	3 2%	- -	- -	- -	3 1%	5 1%	2 1%	- -	1 1%	6 2%m
Asda Mobile	2 *	- -	2 *	- -	- -	1 1%	- -	1 1%	- -	- -	- -	2 *	- -	1 *	- -	1 *

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base

## Mobile Handset Study (QS0571 - 310501)

## Q.8 Which mobile network do you use most often?

Base: All who have a mobile phone

	Total	GENDER		AGE									SOCIAL GRADE			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	951	461	490	107	190	141	143	136	158	76	297	654	187	236	212	316
Weighted Base	974	473	501	148*	210	158	155	148	106	48*	359	615	218	285	207	263
BT	26 3%	13 3%	14 3%	2 1%	3 1%	3 2%	3 2%	8 5%dj	7 6%cdej	2 4%	4 1%	22 4%	8 4%	5 2%	8 4%	6 2%
iD Mobile (Carphone Warehouse)	7 1%	4 1%	2 *	- -	2 1%	1 1%	- -	- -	3 3%fgjk	1 1%	2 1%	5 1%	2 1%	1 *	1 *	3 1%
Plusnet	13 1%	8 2%	5 1%	1 *	1 1%	5 3%gj	4 3%	- -	1 1%	1 1%	2 1%	11 2%	3 2%	7 2%	2 1%	1 1%
Utility Warehouse	7 1%	2 *	6 1%	- -	- -	1 *	1 1%	2 1%	2 2%dj	2 4%cdej	- -	7 1%	1 1%	3 1%	2 1%	2 1%
Other supplier	9 1%	6 1%	3 1%	- -	- -	3 2%j	- -	2 1%j	2 2%dj	1 2%dfj	- -	9 1%j	1 1%	1 *	4 2%	2 1%
<b>SUMMARY CODES</b>																
TOTAL EE	362 37%	177 37%	185 37%	62 42%	75 36%	49 31%	61 40%	55 37%	40 38%	19 39%	137 38%	225 37%	91 42%o	114 40%	74 36%	83 32%
TOTAL O2	301 31%	142 30%	159 32%	37 25%	64 30%	56 35%	38 25%	54 37%f	38 36%	14 28%	101 28%	200 33%	60 27%	87 31%	63 31%	90 34%
TOTAL VODAFONE	154 16%	84 18%	70 14%	22 15%	27 13%	36 23%dhij	35 23%dhij	22 15%	9 8%	4 8%	49 14%	106 17%hi	35 16%	46 16%	37 18%	36 14%
TOTAL 3	116 12%	53 11%	63 13%	25 17%eik	39 18%efgik	10 6%	15 10%	12 8%	13 12%i	1 2%	64 18%efgik	52 8%	26 12%	32 11%	27 13%	32 12%
Don't know	23 2%	7 2%	16 3%	1 1%	3 1%	2 1%	2 2%	2 1%	3 3%	10 21%cdefgh jk	4 1%	19 3%	3 2%	5 2%	1 1%	14 5%mn

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base

## Mobile Handset Study (QS0571 - 310501)

## Q.8 Which mobile network do you use most often?

Base: All who have a mobile phone

	Total	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY			
		Married \Living as married (a)	Single (b)	Widow \Divorced \Separated (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	951	559	247	145	498	453	288	663	753	198	766	82	45	58
Weighted Base	974	574	279	120	573	401	321	653	779	195	823	82*	45*	24*
EE	241 25%	138 24%	84 30% <sup>c</sup>	19 16%	150 26%	91 23%	84 26%	157 24%	182 23%	59 30%	199 24% <sup>m</sup>	20 25% <sup>m</sup>	21 46% <sup>ijklm</sup>	1 4%
O2	193 20%	118 20%	43 15%	33 27% <sup>b</sup>	122 21%	71 18%	61 19%	132 20%	160 21%	33 17%	164 20% <sup>l</sup>	12 14%	2 5%	15 62% <sup>ijkl</sup>
Vodafone	149 15%	90 16%	45 16%	14 12%	102 18% <sup>e</sup>	47 12%	49 15%	101 15%	131 17% <sup>i</sup>	19 10%	127 15%	17 21% <sup>m</sup>	4 9%	1 6%
'3'	109 11%	69 12%	32 12%	8 7%	66 12%	43 11%	48 15% <sup>g</sup>	61 9%	93 12%	17 8%	98 12%	6 8%	3 7%	2 8%
Virgin Media \ Any Virgin	53 5%	30 5%	16 6%	8 7%	34 6%	19 5%	13 4%	40 6%	46 6%	7 4%	50 6%	3 3%	1 2%	* 1%
TalkTalk	25 3%	19 3% <sup>b</sup>	1 *	4 3% <sup>b</sup>	12 2%	12 3%	10 3%	14 2%	17 2%	8 4%	18 2%	3 4%	3 7%	1 3%
Talk Mobile	4 *	2 *	2 1%	-	3 *	1 *	-	4 1%	4 *	-	4 *	-	-	-
Tesco	58 6%	34 6%	18 7%	6 5%	24 4%	35 9% <sup>d</sup>	8 2%	50 8% <sup>f</sup>	36 5%	22 11% <sup>h</sup>	41 5%	11 13% <sup>j</sup>	4 10%	2 7%
Orange	9 1%	4 1%	4 1%	1 1%	-	9 2% <sup>d</sup>	1 *	7 1%	7 1%	1 1%	9 1%	-	-	-
T-Mobile	10 1%	8 1%	-	2 1%	5 1%	4 1%	3 1%	7 1%	5 1%	5 3% <sup>h</sup>	9 1%	1 1%	-	-
Giffgaff	25 3%	9 2%	14 5% <sup>a</sup>	2 2%	11 2%	14 3%	10 3%	15 2%	23 3%	3 1%	22 3%	2 3%	1 3%	* 1%
Lebara	2 *	-	2 1%	-	-	2 *	-	2 *	2 *	-	2 *	-	-	-
Lycamobile	8 1%	6 1%	2 1%	1 1%	5 1%	4 1%	8 2% <sup>g</sup>	1 *	8 1%	-	8 1%	-	-	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base

## Mobile Handset Study (QS0571 - 310501)

## Q.8 Which mobile network do you use most often?

Base: All who have a mobile phone

	Total	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY			
		Married \Living as married (a)	Single (b)	Widow/D ivorced \Separa ted (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	951	559	247	145	498	453	288	663	753	198	766	82	45	58
Weighted Base	974	574	279	120	573	401	321	653	779	195	823	82*	45*	24*
Asda Mobile	2	1	-	1	1	1	1	1	1	1	2	-	-	-
	*	*	-	1%	*	*	*	*	*	1%	*	-	-	-
BT	26	16	6	4	15	12	8	18	20	7	23	*	1	2
	3%	3%	2%	4%	3%	3%	3%	3%	3%	3%	3%	1%	3%	9% <sub>jk</sub>
iD Mobile (Carphone Warehouse)	7	4	2	1	1	6	1	6	7	-	7	-	-	-
	1%	1%	1%	1%	*	1% <sub>d</sub>	*	1%	1%	-	1%	-	-	-
Plusnet	13	11	2	-	8	5	9	5	10	3	11	*	2	-
	1%	2%	1%	-	1%	1%	3% <sub>g</sub>	1%	1%	2%	1%	1%	5%	-
Utility Warehouse	7	4	1	2	2	5	3	5	3	4	7	-	1	-
	1%	1%	*	2%	*	1%	1%	1%	*	2% <sub>h</sub>	1%	-	1%	-
Other supplier	9	3	2	3	5	4	2	7	7	2	6	3	-	-
	1%	1%	1%	3% <sub>a</sub>	1%	1%	1%	1%	1%	1%	1%	3% <sub>j</sub>	-	-
<b>SUMMARY CODES</b>														
TOTAL EE	362	212	113	37	216	146	122	240	273	88	309	25	25	3
	37%	37%	40%	31%	38%	36%	38%	37%	35%	45% <sub>h</sub>	38% <sub>m</sub>	30% <sub>m</sub>	56% <sub>ijkm</sub>	14%
TOTAL O2	301	179	76	45	169	132	89	212	235	66	245	28	11	17
	31%	31%	27%	38%	30%	33%	28%	32%	30%	34%	30%	34%	25%	72% <sub>ijkl</sub>
TOTAL VODAFONE	154	92	48	14	105	49	49	106	136	19	132	17	4	1
	16%	16%	17%	12%	18% <sub>e</sub>	12%	15%	16%	17% <sub>i</sub>	10%	16%	21% <sub>m</sub>	9%	6%
TOTAL 3	116	73	34	9	67	49	49	67	100	17	104	6	3	2
	12%	13%	12%	8%	12%	12%	15% <sub>g</sub>	10%	13%	8%	13%	8%	7%	8%
Don't know	23	8	4	10	5	18	2	21	19	4	19	3	1	-
	2%	1%	1%	9% <sub>ab</sub>	1%	4% <sub>d</sub>	1%	3% <sub>f</sub>	2%	2%	2%	4%	3%	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base

## Mobile Handset Study (QS0571 - 310501)

## Q.8 Which mobile network do you use most often?

Base: All who have a mobile phone

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	951	35	105	78	57	79	94	116	129	73	45	82	58
Weighted Base	974	38**	103*	81*	64*	79*	103*	127*	146	82*	45*	82*	24*
EE	241 25%	9 23%	30 29%hl	22 27%hl	21 32%hl	27 34%hl	27 26%hl	27 21%l	17 12%	20 25%hl	21 46%lghijkl	20 25%hl	1 4%
O2	193 20%	4 9%	35 34%cddegijk	15 18%	5 7%	13 16%	23 22%dj	22 17%	41 28%dijk	8 10%	2 5%	12 14%	15 62%bcdefgh ijk
Vodafone	149 15%	13 33%	12 12%	5 6%	8 12%	13 17%c	13 12%	20 16%c	28 19%cl	15 18%c	4 9%	17 21%cl	1 6%
'3'	109 11%	3 9%	3 2%	16 19%bek	9 14%b	4 5%	12 12%b	24 19%bek	17 11%b	10 12%b	3 7%	6 8%	2 8%
Virgin Media\ Any Virgin	53 5%	6 15%	8 8%	1 1%	3 4%	5 6%	9 8%	6 4%	12 8%	2 2%	1 2%	3 3%	* 1%
TalkTalk	25 3%	1 3%	2 2%	3 4%	3 4%	2 3%	3 3%	1 1%	1 1%	1 1%	3 7%gh	3 4%	1 3%
Talk Mobile	4 *	- -	- -	* 1%	- -	- -	- -	3 2%	- -	- -	- -	- -	- -
Tesco	58 6%	1 1%	2 2%	5 7%	5 8%	2 2%	4 4%	2 2%	11 8%g	9 10%beg	4 10%g	11 13%befg	2 7%
Orange	9 1%	- -	1 1%	3 4%g	1 1%	- -	1 1%	- -	1 1%	1 1%	- -	- -	- -
T-Mobile	10 1%	- -	- -	1 1%	2 3%	1 1%	- -	1 1%	4 3%	- -	- -	1 1%	- -
Giffgaff	25 3%	1 3%	3 3%	- -	3 4%	3 4%	5 5%	4 3%	1 1%	2 2%	1 3%	2 3%	* 1%
Lebara	2 *	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -
Lycamobile	8 1%	- -	1 1%	1 1%	- -	1 1%	- -	6 4%h	- -	- -	- -	- -	- -
Asda Mobile	2 *	- -	- -	1 1%	- -	- -	- -	- -	- -	1 2%	- -	- -	- -

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Q.8 Which mobile network do you use most often?

Base: All who have a mobile phone

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	951	35	105	78	57	79	94	116	129	73	45	82	58
Weighted Base	974	38**	103*	81*	64*	79*	103*	127*	146	82*	45*	82*	24*
BT	26 3%	-	1 1%	1 1%	2 2%	3 4%	1 1%	5 4%	8 6%	3 3%	1 3%	* 1%	2 9% <sup>bctk</sup>
iD Mobile (Carphone Warehouse)	7 1%	1 2%	-	3 4% <sup>g</sup>	-	1 1%	-	-	1 1%	1 1%	-	-	-
Plusnet	13 1%	-	1 1%	2 2%	1 2%	1 2%	2 1%	1 1%	1 1%	1 2%	2 5%	* 1%	-
Utility Warehouse	7 1%	-	1 1%	1 1%	* 1%	-	2 2%	-	-	2 3%	1 1%	-	-
Other supplier	9 1%	1 1%	1 1%	1 1%	1 1%	-	1 1%	-	-	2 2%	-	3 3% <sup>h</sup>	-
<b>SUMMARY CODES</b>													
TOTAL EE	362 37%	14 38%	40 39% <sup>l</sup>	32 39% <sup>l</sup>	29 46% <sup>l</sup>	37 47% <sup>ghkl</sup>	41 40% <sup>l</sup>	40 31% <sup>l</sup>	44 30% <sup>l</sup>	30 37% <sup>l</sup>	25 56% <sup>ghkl</sup>	25 30% <sup>l</sup>	3 14%
TOTAL O2	301 31%	7 17%	42 41% <sup>degi</sup>	23 28%	15 24%	20 25%	35 34%	30 23%	54 37% <sup>g</sup>	20 24%	11 25%	28 34%	17 72% <sup>bcd<sup>efgh</sup> ijk</sup>
TOTAL VODAFONE	154 16%	13 33%	12 12%	5 6%	8 12%	13 17% <sup>c</sup>	13 12%	25 20% <sup>cl</sup>	28 19% <sup>cl</sup>	15 18% <sup>c</sup>	4 9%	17 21% <sup>cl</sup>	1 6%
TOTAL 3	116 12%	4 11%	3 2%	19 23% <sup>behkl</sup>	9 14% <sup>b</sup>	5 7%	12 12% <sup>b</sup>	24 19% <sup>bek</sup>	17 12% <sup>b</sup>	11 13% <sup>b</sup>	3 7%	6 8%	2 8%
Don't know	23 2%	-	3 3%	1 1%	2 3%	3 3%	1 1%	4 3%	1 1%	4 5%	1 3%	3 4%	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Q.8 Which mobile network do you use most often?

Base: All who have a mobile phone

	Total	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING		
		EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	951	214	204	135	100	339	316	141	107	31	21	368	49	369
Weighted Base	974	241	193	149	109	362	301	154	116	37	20	400	52	365
EE	241	241	-	-	-	241	-	-	-	10	1	113	13	84
		100%	-	-	-	67%	-	-	-	28%	4%	28%	24%	23%
O2	193	-	193	-	-	-	193	-	-	4	3	83	6	68
		-	100%	-	-	-	64%	-	-	12%	14%	21%	12%	19%
Vodafone	149	-	-	149	-	-	-	149	-	9	5	74	8	40
		-	-	100%	-	-	-	97%	-	24%	23%	18%	15%	11%
'3'	109	-	-	-	109	-	-	-	109	4	5	44	11	43
		-	-	-	100%	-	-	-	94%	11%	24%	11%	20%	12%
Virgin Media\ Any Virgin	53	-	-	-	-	53	-	-	-	3	*	27	2	20
		-	-	-	-	15%	-	-	-	8%	2%	7%	3%	6%
TalkTalk	25	-	-	-	-	-	25	-	-	1	-	6	1	12
		-	-	-	-	-	8%	-	-	4%	-	2%	2%	3%
Talk Mobile	4	-	-	-	-	-	-	4	-	*	2	-	1	3
		-	-	-	-	-	-	2%	-	1%	8%	-	2%	1%
Tesco	58	-	-	-	-	-	58	-	-	2	-	24	4	18
		-	-	-	-	-	19%	-	-	5%	-	6%	8%	5%
Orange	9	-	-	-	-	9	-	-	-	-	1	3	-	4
		-	-	-	-	2%	-	-	-	-	7%	1%	-	1%
T-Mobile	10	-	-	-	-	10	-	-	-	-	-	1	-	5
		-	-	-	-	3%	-	-	-	-	-	*	-	2%
Giffgaff	25	-	-	-	-	-	25	-	-	-	-	5	1	17
		-	-	-	-	-	8%	-	-	-	-	1%	2%	5%
Lebara	2	-	-	-	-	-	-	2	-	-	-	1	1	-
		-	-	-	-	-	-	1%	-	-	-	*	2%	-
Lycamobile	8	-	-	-	-	-	-	-	-	-	-	1	1	6
		-	-	-	-	-	-	-	-	-	-	*	1%	2%
Asda Mobile	2	-	-	-	-	2	-	-	-	-	-	-	-	2
		-	-	-	-	1%	-	-	-	-	-	-	-	1%
BT	26	-	-	-	-	26	-	-	-	-	*	7	1	11
		-	-	-	-	7%	-	-	-	-	1%	2%	3%	3%



## Q.8 Which mobile network do you use most often?

Base: All who have a mobile phone

	Total	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING		
		EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	951	214	204	135	100	339	316	141	107	31	21	368	49	369
Weighted Base	974	241	193	149	109	362	301	154	116	37	20	400	52	365
iD Mobile (Carphone Warehouse)	7 1%	-	-	-	-	-	-	-	7 6%	-	-	1 *	-	5 1%
Plusnet	13 1%	-	-	-	-	13 4%	-	-	-	-	1 7%	2 1%	-	11 3%
Utility Warehouse	7 1%	-	-	-	-	7 2%	-	-	-	2 4%	2 9%	4 1%	1 3%	1 *
Other supplier	9 1%	-	-	-	-	-	-	-	-	-	-	3 1%	1 3%	3 1%
<b>SUMMARY CODES</b>														
TOTAL EE	362 37%	241 100%	-	-	-	362 100%	-	-	-	15 40%	6 31%	156 39%	17 32%	140 38%
TOTAL O2	301 31%	-	193 100%	-	-	-	301 100%	-	-	8 21%	3 14%	118 30%	13 24%	115 32%
TOTAL VODAFONE	154 16%	-	-	149 100%	-	-	-	154 100%	-	9 25%	6 31%	75 19%	10 18%	43 12%
TOTAL 3	116 12%	-	-	-	109 100%	-	-	-	116 100%	4 11%	5 24%	45 11%	11 20%	48 13%
Don't know	23 2%	-	-	-	-	-	-	-	-	1 3%	-	2 *	1 1%	9 3%

**Mobile Handset Study (QS0571 - 310501)**

**Q.9 Which of these best describes the mobile phone package you personally use most often?**

**Base: All who have a mobile phone**

	Total	GENDER		AGE								SOCIAL GRADE				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	951	461	490	107	190	141	143	136	158	76	297	654	187	236	212	316
Weighted Base	974	473	501	148*	210	158	155	148	106	48*	359	615	218	285	207	263
Prepay\ pay as you go	207 21%	95 20%	112 22%	30 20%e	35 17%	15 10%	22 14%	41 28%defj	36 34%cdefj k	27 56%cdefg hjk	65 18%e	142 23%ef	28 13%	34 12%	48 23%lm	97 37%lmn
Monthly contract \ SIM only	756 78%	375 79%	381 76%	118 80%hi	175 83%ghik	141 89%cghij k	130 84%ghik	104 71%i	70 66%i	18 36%	293 82%ghik	463 75%hi	189 87%no	246 86%no	157 76%o	163 62%
Don't know	11 1%	3 1%	8 2%	- -	1 *	1 1%	3 2%	2 1%	- -	3 7%defgh jk	1 *	10 2%	1 *	5 2%	2 1%	3 1%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

**Mobile Handset Study (QS0571 - 310501)**

**Q.9 Which of these best describes the mobile phone package you personally use most often?**

**Base: All who have a mobile phone**

	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY				
	Married \Living as married (a)	Single (b)	Widow\Divorced \Separated (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)	
Unweighted Base	951	559	247	145	498	453	288	663	753	198	766	82	45	58
Weighted Base	974	574	279	120	573	401	321	653	779	195	823	82*	45*	24*
Prepay\ pay as you go	207	99	68	41	70	137	48	159	155	52	163	21	10	13
	21%	17%	24% <sup>a</sup>	34% <sup>a</sup>	12%	34% <sup>d</sup>	15%	24% <sup>f</sup>	20%	27%	20%	26%	21%	55% <sup>ijkl</sup>
Monthly contract \ SIM only	756	474	208	74	496	260	273	483	615	141	650	60	36	11
	78%	83% <sup>bc</sup>	74% <sup>c</sup>	62%	87% <sup>e</sup>	65%	85% <sup>g</sup>	74%	79%	72%	79% <sup>m</sup>	73% <sup>m</sup>	79% <sup>m</sup>	45%
Don't know	11	1	4	6	7	3	-	11	8	2	10	1	-	-
	1%	*	1% <sup>a</sup>	5% <sup>a</sup>	1%	1%	-	2% <sup>f</sup>	1%	1%	1%	1%	-	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base

**Mobile Handset Study (QS0571 - 310501)**

**Q.9 Which of these best describes the mobile phone package you personally use most often?**

**Base: All who have a mobile phone**

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	951	35	105	78	57	79	94	116	129	73	45	82	58
Weighted Base	974	38**	103*	81*	64*	79*	103*	127*	146	82*	45*	82*	24*
Prepay\ pay as you go	207 21%	6 16%	26 26%h	15 19%	16 25%	18 23%	17 16%	29 23%	21 14%	14 17%	10 21%	21 26%h	13 55%bcdefgh ijk
Monthly contract \ SIM only	756 78%	32 84%	76 74%l	65 80%l	48 75%l	58 74%l	84 81%l	97 76%l	125 86%bkl	65 79%l	36 79%l	60 73%l	11 45%
Don't know	11 1%	-	1 1%	1 1%	-	2 2%	3 3%	1 1%	-	3 3%h	-	1 1%	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Q.9 Which of these best describes the mobile phone package you personally use most often?

Base: All who have a mobile phone

	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING			
	Total	EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	951	214	204	135	100	339	316	141	107	31	21	368	49	369
Weighted Base	974	241	193	149	109	362	301	154	116	37	20	400	52	365
Prepay\ pay as you go	207	33	39	24	14	56	89	24	16	-	-	48	13	91
	21%	14%	20%	16%	13%	15%	30%	16%	14%	-	-	12%	25%	25%
Monthly contract \ SIM only	756	206	154	123	95	305	212	127	100	37	20	351	39	269
	78%	86%	80%	82%	87%	84%	70%	82%	86%	100%	100%	88%	75%	74%
Don't know	11	1	-	3	-	1	-	3	-	-	-	1	-	5
	1%	1%	-	2%	-	*	-	2%	-	-	-	*	-	1%

**Mobile Handset Study (QS0571 - 310501)**

**Q.10 When you signed up for your current mobile contract or deal, which ONE of the following best describes what you signed up to?**

**Base: All who have a monthly contract \ SIM only**

	Total	GENDER		AGE									SOCIAL GRADE			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	697	347	350	83	153	123	118	92	99	29	236	461	157	197	155	188
Weighted Base	756	375	381	118*	175	141	130	104*	70*	18**	293	463	189	246	157	163
A monthly contract including a new handset	532	255	277	84	136	101	83	71	48	10	220	312	128	175	116	113
	70%	68%	73%	71%	78%fk	71%	64%	68%	68%	55%	75%f	67%	68%	71%	74%	70%
SIM only - no handset included in the deal - on a 30 day rolling contract	46	30	15	5	8	14	11	2	4	2	12	33	10	17	10	9
	6%	8%b	4%	4%	4%	10%gj	9%	2%	6%	9%	4%	7%	5%	7%	7%	5%
SIM only - no handset included in the deal - on a 12 month contract	113	66	47	18	19	20	24	23	6	3	36	76	34	36	19	24
	15%	17%	12%	15%	11%	14%	18%	22%dhj	9%	18%	12%	16%	18%	15%	12%	14%
SIM only - no handset included in the deal - not sure of length of contract	43	21	22	10	8	5	6	5	9	*	18	25	11	13	8	10
	6%	6%	6%	9%	5%	3%	5%	4%	12%defk	3%	6%	5%	6%	5%	5%	6%
<b>SUMMARY CODE</b>																
SIM ONLY	201	117	85	32	34	39	41	30	19	5	67	135	55	67	37	42
	27%	31%b	22%	27%	20%	28%	31%d	29%	27%	31%	23%	29%d	29%	27%	24%	26%
Don't know	23	4	19	2	5	2	6	3	3	3	6	16	6	5	4	8
	3%	1%	5%a	1%	3%	1%	5%	3%	5%	14%	2%	4%	3%	2%	2%	5%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Mobile Handset Study (QS0571 - 310501)

**Q.10 When you signed up for your current mobile contract or deal, which ONE of the following best describes what you signed up to?**

**Base: All who have a monthly contract \ SIM only**

	Total	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY			
		Married \Living as married (a)	Single (b)	Widow\Divorced \Separated (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	697	432	179	86	427	270	237	460	571	126	581	58	32	26
Weighted Base	756	474	208	74*	496	260	273	483	615	141	650	60*	36**	11**
A monthly contract including a new handset	532	331	145	56	356	176	207	326	438	95	465	36	26	5
	70%	70%	70%	76%	72%	68%	76%g	67%	71%	67%	72%	61%	72%	49%
SIM only - no handset included in the deal - on a 30 day rolling contract	46	29	12	4	32	13	15	31	40	6	37	6	3	1
	6%	6%	6%	6%	7%	5%	5%	6%	6%	4%	6%	10%	7%	5%
SIM only - no handset included in the deal - on a 12 month contract	113	71	34	8	73	40	33	80	93	20	92	12	6	3
	15%	15%	17%	10%	15%	15%	12%	17%	15%	14%	14%	19%	18%	30%
SIM only - no handset included in the deal - not sure of length of contract	43	26	12	6	23	20	12	31	29	14	35	6	1	1
	6%	5%	6%	8%	5%	8%	4%	6%	5%	10%h	5%	10%	3%	11%
<b>SUMMARY CODE</b>														
SIM ONLY	201	126	58	17	128	73	59	142	161	40	163	23	10	5
	27%	27%	28%	23%	26%	28%	22%	29%f	26%	29%	25%	38%j	28%	45%
Don't know	23	18	4	1	11	11	7	16	17	6	21	1	-	1
	3%	4%	2%	1%	2%	4%	3%	3%	3%	4%	3%	1%	-	6%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Mobile Handset Study (QS0571 - 310501)

Q.10 When you signed up for your current mobile contract or deal, which ONE of the following best describes what you signed up to?

Base: All who have a monthly contract \ SIM only

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	697	28	76	61	41	54	75	85	105	56	32	58	26
Weighted Base	756	32**	76*	65*	48*	58*	84*	97*	125*	65*	36**	60*	11**
A monthly contract including a new handset	532 70%	29 92%	59 77%gk	43 66%	33 70%	41 69%	64 76%	60 62%	93 74%	43 67%	26 72%	36 61%	5 49%
SIM only - no handset included in the deal - on a 30 day rolling contract	46 6%	1 3%	5 6%	4 6%	1 1%	5 9%	2 2%	5 5%	11 9%	4 6%	3 7%	6 10%	1 5%
SIM only - no handset included in the deal - on a 12 month contract	113 15%	1 3%	8 11%	9 13%	7 15%	6 10%	15 18%	25 26%beh	14 11%	8 12%	6 18%	12 19%	3 30%
SIM only - no handset included in the deal - not sure of length of contract	43 6%	1 2%	3 4%	4 6%	3 7%	5 9%	4 5%	4 4%	3 2%	7 11%h	1 3%	6 10%	1 11%
<b>SUMMARY CODE</b>													
SIM ONLY	201 27%	3 8%	16 22%	17 25%	11 23%	16 28%	20 24%	34 35%	28 22%	19 29%	10 28%	23 38%bh	5 45%
Don't know	23 3%	-	1 1%	5 8%bf	3 7%f	1 3%	-	3 3%	4 3%	3 4%	-	1 1%	1 6%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing



**Mobile Handset Study (QS0571 - 310501)**

**Q.10 When you signed up for your current mobile contract or deal, which ONE of the following best describes what you signed up to?**

**Base: All who have a monthly contract \ SIM only**

	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING			
	Total	EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	697	176	150	107	86	271	208	112	92	31	21	315	36	251
Weighted Base	756	206	154	123	95	305	212	127	100	37	20	351	39	269
A monthly contract including a new handset	532	155	121	92	63	210	153	93	68	-	-	304	14	142
	70%	75%	78%	75%	67%	69%	72%	73%	68%	-	-	87%	35%	53%
SIM only - no handset included in the deal - on a 30 day rolling contract	46	8	8	6	7	19	11	8	7	12	2	7	9	26
	6%	4%	5%	5%	7%	6%	5%	6%	7%	32%	11%	2%	23%	10%
SIM only - no handset included in the deal - on a 12 month contract	113	22	16	19	20	43	31	19	20	21	9	26	11	69
	15%	11%	11%	15%	21%	14%	15%	15%	20%	55%	46%	8%	28%	26%
SIM only - no handset included in the deal - not sure of length of contract	43	11	5	5	4	22	11	6	4	5	9	10	6	20
	6%	5%	3%	4%	4%	7%	5%	4%	4%	12%	43%	3%	14%	7%
<b>SUMMARY CODE</b>														
SIM ONLY	201	41	29	30	31	83	53	33	31	37	20	44	26	115
	27%	20%	19%	24%	32%	27%	25%	26%	31%	100%	100%	13%	65%	43%
Don't know	23	10	4	1	1	11	6	1	1	-	-	3	-	12
	3%	5%	3%	1%	1%	4%	3%	1%	1%	-	-	1%	-	4%

## Mobile Handset Study (QS0571 - 310501)

Q.11 Which of the following describes the handset you use for your SIM-only contract?

Base: All who have a SIM only contract

	Total	GENDER		AGE									SOCIAL GRADE			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	194	113	81	24	32	34	36	27	32	9	56	138	46	55	41	52
Weighted Base	201	117*	85*	32**	34**	39*	41*	30**	19**	5**	67*	135	55*	67*	37*	42*
The handset came with my previous contract and I am still with that provider	37 18%	27 23%	10 12%	6 18%	13 39%	4 10%	6 16%	6 20%	2 9%	- -	19 28% <sup>k</sup>	18 14%	10 19%	17 26% <sup>n</sup>	2 7%	7 17%
The handset came with my previous contract, but I am now with a different provider	20 10%	7 6%	12 15%	3 10%	3 9%	5 12%	5 13%	2 5%	2 11%	- -	6 9%	13 10%	5 10%	5 8%	3 7%	6 15%
The handset came on its own e.g. without a contract	132 65%	74 63%	58 68%	20 63%	15 42%	29 74%	29 70%	20 64%	15 78%	5 91%	35 52%	97 72% <sup>j</sup>	35 63%	38 57%	30 81% <sup>m</sup>	29 69%
<b>SUMMARY CODE</b>																
TOTAL HANDSET WITH PREVIOUS CONTRACT	57 28%	34 29%	23 27%	9 27%	16 48%	9 22%	12 28%	8 25%	4 20%	- -	25 38%	32 23%	16 29%	23 34% <sup>n</sup>	5 14%	13 31%
Don't know	13 6%	9 7%	4 5%	3 10%	3 10%	1 3%	1 2%	3 10%	* 2%	* 9%	6 10%	6 5%	4 8%	6 10%	2 5%	- -

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Mobile Handset Study (QS0571 - 310501)

Q.11 Which of the following describes the handset you use for your SIM-only contract?

Base: All who have a SIM only contract

	Total	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY			
		Married \Living as married (a)	Single (b)	Widow/D ivorced \Separa ted (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	194	121	51	22	113	81	55	139	155	39	152	21	10	11
Weighted Base	201	126	58*	17**	128	73*	59*	142	161	40*	163	23**	10**	5**
The handset came with my previous contract and I am still with that provider	37 18%	25 20%	11 18%	1 9%	24 18%	14 19%	8 14%	29 21%	34 21%	3 8%	31 19%	4 15%	2 23%	- -
The handset came with my previous contract, but I am now with a different provider	20 10%	15 12%	4 7%	1 6%	11 9%	9 12%	8 13%	12 8%	16 10%	4 9%	19 12%	- -	- -	1 18%
The handset came on its own e.g. without a contract	132 65%	76 61%	41 70%	15 86%	86 67%	46 63%	37 62%	95 67%	103 64%	29 72%	102 63%	18 78%	8 77%	4 82%
<b>SUMMARY CODE</b>														
TOTAL HANDSET WITH PREVIOUS CONTRACT	57 28%	40 32%	15 25%	2 14%	35 27%	22 30%	16 27%	41 29%	50 31%	7 17%	50 31%	4 15%	2 23%	1 18%
Don't know	13 6%	10 8%	3 5%	- -	8 6%	5 6%	7 12%	6 4%	8 5%	5 11%	11 7%	2 7%	- -	- -

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Q.11 Which of the following describes the handset you use for your SIM-only contract?

Base: All who have a SIM only contract

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	194	3	19	15	10	16	17	31	25	16	10	21	11
Weighted Base	201	3**	16**	17**	11**	16**	20**	34**	28**	19**	10**	23**	5**
The handset came with my previous contract and I am still with that provider	37 18%	1 21%	6 37%	5 29%	2 18%	1 8%	5 27%	3 10%	4 13%	4 22%	2 23%	4 15%	- -
The handset came with my previous contract, but I am now with a different provider	20 10%	- -	* 3%	5 27%	2 23%	2 13%	2 9%	3 9%	1 2%	4 19%	- -	- -	1 18%
The handset came on its own e.g. without a contract	132 65%	2 79%	10 60%	6 35%	5 43%	13 79%	11 55%	21 62%	24 85%	11 60%	8 77%	18 78%	4 82%
<b>SUMMARY CODE</b>													
TOTAL HANDSET WITH PREVIOUS CONTRACT	57 28%	1 21%	7 40%	9 57%	4 41%	4 21%	7 36%	7 20%	4 15%	8 40%	2 23%	4 15%	1 18%
Don't know	13 6%	- -	- -	1 8%	2 16%	- -	2 9%	6 18%	- -	- -	- -	2 7%	- -

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\*\* very small base (under 30) ineligible for sig testing

## Q.11 Which of the following describes the handset you use for your SIM-only contract?

Base: All who have a SIM only contract

	Total	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING		
		EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	194	37	34	25	28	79	56	29	28	31	21	41	23	113
Weighted Base	201	41	29	30	31	83	53	33	31	37	20	44	26	115
The handset came with my previous contract and I am still with that provider	37 18%	10 25%	4 15%	9 29%	4 14%	15 18%	8 14%	9 28%	4 14%	37 100%	-	11 25%	5 19%	17 15%
The handset came with my previous contract, but I am now with a different provider	20 10%	1 2%	3 9%	5 15%	5 16%	6 7%	3 5%	6 19%	5 16%	-	20 100%	7 15%	3 11%	9 8%
The handset came on its own e.g. without a contract	132 65%	30 72%	22 76%	14 45%	18 58%	60 72%	39 74%	14 44%	18 58%	-	-	21 49%	16 64%	86 75%
<b>SUMMARY CODE</b>														
TOTAL HANDSET WITH PREVIOUS CONTRACT	57 28%	11 27%	7 24%	13 45%	9 29%	21 25%	10 20%	15 47%	9 29%	37 100%	20 100%	18 40%	8 30%	26 23%
Don't know	13 6%	* 1%	-	3 10%	4 13%	2 3%	4 7%	3 9%	4 13%	-	-	5 11%	2 7%	3 3%

## Mobile Handset Study (QS0571 - 310501)

**Q.12 Which ONE of the following best describes how you chose the provider of your current SIM-only contract?**

**Base: All who have a SIM only contract and handset came with previous contract**

	Total	GENDER		AGE								SOCIAL GRADE				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	52	30	22	7	14	8	10	6	7	-	21	31	13	18	5	16
Weighted Base	57*	34**	23**	9**	16**	9**	12**	8**	4**	-**	25**	32**	16**	23**	5**	13**
I only looked at deals from my current provider and chose a SIM-only deal with them	24 42%	16 48%	8 33%	1 16%	8 49%	3 33%	4 32%	6 80%	2 45%	-	9 37%	14 46%	5 33%	10 45%	2 48%	6 44%
I considered deals with other providers before deciding to change to a SIM-only contract with my current provider	10 18%	8 22%	3 13%	3 30%	4 24%	1 13%	3 24%	-	-	-	7 26%	4 12%	5 32%	4 18%	-	1 9%
I considered deals from my previous provider and other providers and decided to change to a SIM-only deal with a different provider	11 19%	2 7%	8 37%	1 8%	3 16%	2 28%	3 28%	2 20%	* 13%	-	3 13%	8 24%	5 33%	4 17%	2 33%	-
I only considered SIM-only deals from different providers to the one I had the previous contract with	9 15%	5 14%	4 17%	2 28%	1 3%	2 27%	2 16%	-	1 37%	-	3 12%	6 18%	-	1 6%	1 19%	6 47%
Don't know	3 6%	3 9%	-	2 19%	1 8%	-	-	-	* 6%	-	3 12%	* 1%	* 1%	3 13%	-	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Mobile Handset Study (QS0571 - 310501)

Q.12 Which ONE of the following best describes how you chose the provider of your current SIM-only contract?

Base: All who have a SIM only contract and handset came with previous contract

	Total	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY			
		Married \Living as married (a)	Single (b)	Widow/D ivorced \Separa ted (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	52	36	13	3	31	21	14	38	46	6	45	3	2	2
Weighted Base	57*	40*	15**	2**	35**	22**	16**	41*	50*	7**	50*	4**	2**	1**
I only looked at deals from my current provider and chose a SIM-only deal with them	24 42%	17 43%	5 37%	1 60%	16 45%	8 36%	7 43%	17 42%	22 44%	2 22%	19 38%	2 69%	2 100%	-
I considered deals with other providers before deciding to change to a SIM-only contract with my current provider	10 18%	7 17%	4 26%	-	8 22%	3 12%	-	10 25%	9 18%	2 23%	9 19%	1 31%	-	-
I considered deals from my previous provider and other providers and decided to change to a SIM-only deal with a different provider	11 19%	10 26%	1 5%	-	7 21%	4 16%	6 39%	5 12%	8 16%	3 45%	10 20%	-	-	1 74%
I only considered SIM-only deals from different providers to the one I had the previous contract with	9 15%	4 11%	3 21%	1 40%	4 11%	5 22%	2 10%	7 17%	8 16%	1 10%	9 17%	-	-	-
Don't know	3 6%	2 4%	2 11%	-	-	3 14%	1 8%	2 5%	3 6%	-	3 6%	-	-	* 26%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Mobile Handset Study (QS0571 - 310501)

**Q.12 Which ONE of the following best describes how you chose the provider of your current SIM-only contract?**

**Base: All who have a SIM only contract and handset came with previous contract**

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	52	1	6	9	4	3	6	6	4	6	2	3	2
Weighted Base	57*	1**	7**	9**	4**	4**	7**	7**	4**	8**	2**	4**	1**
I only looked at deals from my current provider and chose a SIM-only deal with them	24 42%	1 100%	4 55%	4 37%	2 45%	- -	2 20%	2 27%	4 87%	2 33%	2 100%	2 69%	- -
I considered deals with other providers before deciding to change to a SIM-only contract with my current provider	10 18%	- -	2 37%	1 15%	- -	1 37%	3 36%	- -	- -	2 21%	- -	1 31%	- -
I considered deals from my previous provider and other providers and decided to change to a SIM-only deal with a different provider	11 19%	- -	* 7%	2 23%	2 34%	2 63%	1 14%	- -	- -	3 38%	- -	- -	1 74%
I only considered SIM-only deals from different providers to the one I had the previous contract with	9 15%	- -	- -	2 25%	1 22%	- -	1 12%	3 48%	1 13%	1 8%	- -	- -	- -
Don't know	3 6%	- -	- -	- -	- -	- -	1 18%	2 25%	- -	- -	- -	- -	* 26%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing



Q.12 Which ONE of the following best describes how you chose the provider of your current SIM-only contract?

Base: All who have a SIM only contract and handset came with previous contract

	Total	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING		
		EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	52	10	7	11	8	19	10	14	8	31	21	14	8	25
Weighted Base	57	11	7	13	9	21	10	15	9	37	20	18	8	26
I only looked at deals from my current provider and chose a SIM-only deal with them	24 42%	4 35%	3 42%	7 55%	4 47%	5 26%	6 61%	8 51%	4 47%	24 64%	-	8 48%	2 33%	9 34%
I considered deals with other providers before deciding to change to a SIM-only contract with my current provider	10 18%	3 31%	1 20%	1 10%	-	6 31%	1 13%	1 9%	-	10 28%	-	3 15%	1 14%	7 25%
I considered deals from my previous provider and other providers and decided to change to a SIM-only deal with a different provider	11 19%	-	2 24%	4 30%	2 24%	3 14%	2 17%	4 26%	2 24%	-	11 55%	5 29%	1 9%	4 13%
I only considered SIM-only deals from different providers to the one I had the previous contract with	9 15%	1 8%	1 14%	1 4%	3 29%	3 14%	1 9%	2 13%	3 29%	-	9 43%	1 8%	2 26%	5 20%
Don't know	3 6%	3 26%	-	-	-	3 15%	-	-	-	3 8%	*	-	1 18%	2 7%

## Q.13 Why did you decide to take a SIM-only deal from your existing provider, instead of another provider?

Base: All who handset came with previous contract and still with that provider

	Total	GENDER		AGE								SOCIAL GRADE				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	31	21	10	4	11	3	5	5	3	-	15	16	8	13	2	8
Weighted Base	37*	27**	10**	6**	13**	4**	6**	6**	2**	-**	19**	18**	10**	17**	2**	7**
My handset was locked	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wanted to keep my handset	14 37%	9 35%	5 44%	-	6 46%	2 45%	3 49%	3 47%	-	-	6 32%	8 43%	2 15%	6 34%	2 100%	4 57%
Didn't know how to get my handset unlocked	1 3%	1 5%	-	1 22%	-	-	-	-	-	-	1 7%	-	-	-	-	1 18%
Didn't want to pay to get my handset unlocked	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Waiting until a new handset comes out before deciding whether to switch	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Current provider was the cheapest	10 27%	6 22%	4 39%	-	5 38%	1 28%	1 21%	2 24%	1 60%	-	5 27%	5 27%	4 36%	6 33%	-	1 7%
Current provider is the best quality	1 3%	1 4%	-	-	1 8%	-	-	-	-	-	1 6%	-	-	1 6%	-	-
Current provider has better coverage	1 2%	1 3%	-	-	-	-	-	-	1 40%	-	-	1 4%	-	-	-	1 10%
Easier to just stick with current provider	10 27%	7 26%	3 29%	4 78%	2 16%	1 27%	1 9%	2 29%	-	-	7 35%	3 19%	4 38%	5 32%	-	1 8%
Too difficult to compare other deals	1 4%	1 5%	-	-	-	-	1 21%	-	-	-	-	1 7%	-	1 8%	-	-
All deals cost about the same	2 7%	2 9%	-	-	2 18%	-	-	-	-	-	2 13%	-	1 10%	1 8%	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>SUMMARY CODES</b>																
HANDSET RELATED	15 41%	11 39%	5 44%	1 22%	6 46%	2 45%	3 49%	3 47%	-	-	7 39%	8 43%	2 15%	6 34%	2 100%	5 75%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Handset Study (QS0571 - 310501)**

**Q.13 Why did you decide to take a SIM-only deal from your existing provider, instead of another provider?**

**Base: All who handset came with previous contract and still with that provider**

	Total	GENDER		AGE								SOCIAL GRADE				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	31	21	10	4	11	3	5	5	3	-	15	16	8	13	2	8
Weighted Base	37*	27**	10**	6**	13**	4**	6**	6**	2**	-**	19**	18**	10**	17**	2**	7**
CURRENT PROVIDER RELATED	20	12	7	4	6	2	2	3	2	-	11	9	8	10	-	2
	53%	46%	68%	78%	46%	55%	30%	53%	100%	-	55%	50%	74%	58%	-	25%
Don't know	1	1	-	-	1	-	-	-	-	-	1	-	-	1	-	-
	4%	5%	-	-	10%	-	-	-	-	-	7%	-	-	8%	-	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Mobile Handset Study (QS0571 - 310501)

Q.13 Why did you decide to take a SIM-only deal from your existing provider, instead of another provider?

Base: All who handset came with previous contract and still with that provider

	Total	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY			
		Married \Living as married (a)	Single (b)	Widow/Divorced \Separated (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	31	20	9	2	19	12	7	24	29	2	26	3	2	-
Weighted Base	37*	25**	11**	1**	24**	14**	8**	29**	34**	3**	31**	4**	2**	-**
My handset was locked	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wanted to keep my handset	14 37%	10 40%	2 22%	1 100%	11 47%	3 21%	3 37%	11 37%	12 36%	2 51%	12 37%	-	2 100%	-
Didn't know how to get my handset unlocked	1 3%	-	1 12%	-	-	1 9%	-	1 4%	1 4%	-	1 4%	-	-	-
Didn't want to pay to get my handset unlocked	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Waiting until a new handset comes out before deciding whether to switch	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Current provider was the cheapest	10 27%	8 31%	2 20%	-	7 31%	3 19%	3 33%	7 25%	8 25%	2 49%	9 28%	1 31%	-	-
Current provider is the best quality	1 3%	-	1 10%	-	-	1 8%	-	1 4%	1 3%	-	1 3%	-	-	-
Current provider has better coverage	1 2%	1 3%	-	-	-	1 5%	-	1 2%	1 2%	-	1 2%	-	-	-
Easier to just stick with current provider	10 27%	4 16%	6 56%	-	4 17%	6 44%	1 13%	9 31%	10 29%	-	9 28%	1 30%	-	-
Too difficult to compare other deals	1 4%	1 5%	-	-	1 6%	-	-	1 5%	1 4%	-	-	1 39%	-	-
All deals cost about the same	2 7%	2 10%	-	-	2 10%	-	1 17%	1 4%	2 7%	-	2 8%	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Handset Study (QS0571 - 310501)**

**Q.13 Why did you decide to take a SIM-only deal from your existing provider, instead of another provider?**

**Base: All who handset came with previous contract and still with that provider**

	Total	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY			
		Married \Living as married (a)	Single (b)	Widow/D ivorced \Separa ted (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	31	20	9	2	19	12	7	24	29	2	26	3	2	-
Weighted Base	37*	25**	11**	1**	24**	14**	8**	29**	34**	3**	31**	4**	2**	-**
<b>SUMMARY CODES</b>														
HANDBSET RELATED	15 41%	10 40%	4 33%	1 100%	11 47%	4 30%	3 37%	12 42%	14 40%	2 51%	13 41%	-	2 100%	-
CURRENT PROVIDER RELATED	20 53%	12 50%	7 67%	-	11 48%	8 60%	4 46%	16 54%	18 53%	2 49%	17 55%	2 61%	-	-
Don't know	1 4%	1 5%	-	-	-	1 10%	1 16%	-	1 4%	-	1 4%	-	-	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Q.13 Why did you decide to take a SIM-only deal from your existing provider, instead of another provider?

Base: All who handset came with previous contract and still with that provider

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	31	1	5	5	2	1	4	2	3	3	2	3	-
Weighted Base	37*	1**	6**	5**	2**	1**	5**	3**	4**	4**	2**	4**	-**
My handset was locked	-	-	-	-	-	-	-	-	-	-	-	-	-
Wanted to keep my handset	14 37%	-	2 33%	1 12%	-	1 100%	1 25%	-	2 64%	4 100%	2 100%	-	-
Didn't know how to get my handset unlocked	1 3%	-	-	-	-	-	1 23%	-	-	-	-	-	-
Didn't want to pay to get my handset unlocked	-	-	-	-	-	-	-	-	-	-	-	-	-
Waiting until a new handset comes out before deciding whether to switch	-	-	-	-	-	-	-	-	-	-	-	-	-
Current provider was the cheapest	10 27%	-	2 31%	2 32%	1 66%	1 100%	2 28%	-	1 36%	-	-	1 31%	-
Current provider is the best quality	1 3%	-	-	1 22%	-	-	-	-	-	-	-	-	-
Current provider has better coverage	1 2%	-	-	-	1 34%	-	-	-	-	-	-	-	-
Easier to just stick with current provider	10 27%	1 100%	1 18%	4 79%	-	-	-	3 100%	-	-	-	1 30%	-
Too difficult to compare other deals	1 4%	-	-	-	-	-	-	-	-	-	-	1 39%	-
All deals cost about the same	2 7%	-	1 18%	-	-	-	-	-	1 36%	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>SUMMARY CODES</b>													
HANDBSET RELATED	15 41%	-	2 33%	1 12%	-	1 100%	3 48%	-	2 64%	4 100%	2 100%	-	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Handset Study (QS0571 - 310501)**

**Q.13 Why did you decide to take a SIM-only deal from your existing provider, instead of another provider?**

**Base: All who handset came with previous contract and still with that provider**

	GOVERNMENT REGIONS												
	Total	North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	31	1	5	5	2	1	4	2	3	3	2	3	-
Weighted Base	37*	1**	6**	5**	2**	1**	5**	3**	4**	4**	2**	4**	-**
CURRENT PROVIDER RELATED	20	1	3	4	2	1	2	3	1	-	-	2	-
	53%	100%	49%	88%	100%	100%	28%	100%	36%	-	-	61%	-
Don't know	1	-	-	-	-	-	1	-	-	-	-	-	-
	4%	-	-	-	-	-	24%	-	-	-	-	-	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Q.13 Why did you decide to take a SIM-only deal from your existing provider, instead of another provider?

Base: All who handset came with previous contract and still with that provider

	Total	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING		
		EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	31	9	4	7	3	12	7	8	3	31	-	9	4	14
Weighted Base	37	10	4	9	4	15	8	9	4	37	-	11	5	17
My handset was locked	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wanted to keep my handset	14	2	1	8	-	4	2	8	-	14	-	6	2	6
	37%	21%	12%	93%	-	25%	25%	89%	-	37%	-	57%	37%	34%
Didn't know how to get my handset unlocked	1	-	-	-	-	-	-	-	-	1	-	-	-	1
	3%	-	-	-	-	-	-	-	-	3%	-	-	-	7%
Didn't want to pay to get my handset unlocked	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Waiting until a new handset comes out before deciding whether to switch	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Current provider was the cheapest	10	4	-	-	2	7	1	*	2	10	-	3	-	7
	27%	36%	-	-	57%	44%	7%	5%	57%	27%	-	30%	-	39%
Current provider is the best quality	1	-	-	-	1	-	-	-	1	1	-	-	-	1
	3%	-	-	-	26%	-	-	-	26%	3%	-	-	-	6%
Current provider has better coverage	1	1	-	-	-	1	-	-	-	1	-	-	1	-
	2%	6%	-	-	-	5%	-	-	-	2%	-	-	14%	-
Easier to just stick with current provider	10	3	2	1	3	3	4	1	3	10	-	1	-	5
	27%	26%	56%	7%	68%	18%	50%	6%	68%	27%	-	12%	-	26%
Too difficult to compare other deals	1	-	1	-	-	-	1	-	-	1	-	1	-	-
	4%	-	31%	-	-	-	18%	-	-	4%	-	12%	-	-
All deals cost about the same	2	1	-	-	1	1	-	-	1	2	-	-	1	1
	7%	10%	-	-	32%	7%	-	-	32%	7%	-	-	22%	8%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>SUMMARY CODES</b>														
HANDSET RELATED	15	2	1	8	-	4	2	8	-	15	-	6	2	7
	41%	21%	12%	93%	-	25%	25%	89%	-	41%	-	57%	37%	41%
CURRENT PROVIDER RELATED	20	7	2	1	4	10	4	1	4	20	-	5	1	10
	53%	68%	56%	7%	100%	67%	57%	11%	100%	53%	-	42%	14%	59%



**Mobile Handset Study (QS0571 - 310501)**

**Q.13 Why did you decide to take a SIM-only deal from your existing provider, instead of another provider?**

**Base: All who handset came with previous contract and still with that provider**

	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING			
	Total	EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	31	9	4	7	3	12	7	8	3	31	-	9	4	14
Weighted Base	37	10	4	9	4	15	8	9	4	37	-	11	5	17
Don't know	1	1	-	-	-	1	-	-	-	1	-	-	1	-
	4%	13%	-	-	-	9%	-	-	-	4%	-	-	27%	-

**Mobile Handset Study (QS0571 - 310501)**

**Q.14 Is your current mobile handset 'locked'? By 'locked' we mean it can only be used on your current provider's mobile network. These networks are EE, O2, Vodafone or Three, you may have a contract with another company that uses one of these networks such as Virgin or Tesco Mobile.**

**Base: All who have a mobile phone**

	Total	GENDER		AGE								SOCIAL GRADE				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	951	461	490	107	190	141	143	136	158	76	297	654	187	236	212	316
Weighted Base	974	473	501	148*	210	158	155	148	106	48*	359	615	218	285	207	263
Yes, my current handset is locked	400 41%	183 39%	217 43%	72 49% <sup>hi</sup>	93 44% <sup>hi</sup>	62 39% <sup>i</sup>	72 46% <sup>hi</sup>	54 37%	35 33%	11 23%	165 46% <sup>hik</sup>	234 38% <sup>i</sup>	96 44% <sup>o</sup>	124 44% <sup>o</sup>	95 46% <sup>o</sup>	85 32%
No, I've had my current handset unlocked	52 5%	34 7% <sup>b</sup>	18 4%	9 6%	11 5%	13 8% <sup>i</sup>	5 3%	8 5%	7 6% <sup>i</sup>	-	20 6%	32 5%	9 4%	14 5%	18 9%	11 4%
No, my current handset has never been locked	365 37%	191 40%	174 35%	50 34%	79 38%	68 43%	50 33%	61 42%	40 38%	15 32%	129 36%	235 38%	82 38%	104 36%	67 32%	112 42% <sup>n</sup>
Don't know	157 16%	66 14%	92 18%	16 11%	27 13%	16 10%	28 18%	24 16%	25 23% <sup>cdej</sup>	22 45% <sup>cdefg</sup> hjk	43 12%	114 18% <sup>ej</sup>	31 14%	43 15%	28 13%	56 21% <sup>n</sup>

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

**Mobile Handset Study (QS0571 - 310501)**

**Q.14 Is your current mobile handset 'locked'? By 'locked' we mean it can only be used on your current provider's mobile network. These networks are EE, O2, Vodafone or Three, you may have a contract with another company that uses one of these networks such as Virgin or Tesco Mobile.**

**Base: All who have a mobile phone**

	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY				
	Married \Living as married (a)	Single (b)	Widow/ Divorced \Separated (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)	
Unweighted Base	951	559	247	145	498	453	288	663	753	198	766	82	45	58
Weighted Base	974	574	279	120	573	401	321	653	779	195	823	82*	45*	24*
Yes, my current handset is locked	400 41%	232 40%	125 45%	43 35%	268 47% <sup>e</sup>	131 33%	140 43%	260 40%	320 41%	80 41%	338 41% <sup>m</sup>	35 43% <sup>m</sup>	22 49% <sup>m</sup>	4 19%
No, I've had my current handset unlocked	52 5%	35 6%	13 5%	4 4%	32 6%	20 5%	19 6%	33 5%	44 6%	9 4%	45 5%	6 8%	1 2%	- -
No, my current handset has never been locked	365 37%	228 40% <sup>c</sup>	102 37%	35 29%	210 37%	155 39%	120 37%	244 37%	291 37%	74 38%	309 38%	24 30%	14 32%	17 71% <sup>ijkl</sup>
Don't know	157 16%	80 14%	39 14%	39 32% <sup>ab</sup>	62 11%	95 24% <sup>d</sup>	42 13%	116 18%	124 16%	33 17%	130 16%	16 20%	8 18%	2 10%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base

**Mobile Handset Study (QS0571 - 310501)**

**Q.14 Is your current mobile handset 'locked'? By 'locked' we mean it can only be used on your current provider's mobile network. These networks are EE, O2, Vodafone or Three, you may have a contract with another company that uses one of these networks such as Virgin or Tesco Mobile.**

**Base: All who have a mobile phone**

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	951	35	105	78	57	79	94	116	129	73	45	82	58
Weighted Base	974	38**	103*	81*	64*	79*	103*	127*	146	82*	45*	82*	24*
Yes, my current handset is locked	400 41%	23 61%	39 38%l	33 40%l	26 40%l	35 45%l	49 48%gl	40 31%	66 45%gl	27 33%	22 49%l	35 43%l	4 19%
No, I've had my current handset unlocked	52 5%	1 1%	4 4%	1 1%	2 3%	6 8%	6 5%	16 12%bchl	6 4%	5 6%	1 2%	6 8%	- -
No, my current handset has never been locked	365 37%	11 28%	43 42%e	37 45%e	27 42%e	17 21%	34 33%	47 37%e	55 38%e	40 48%ek	14 32%	24 30%	17 71%bcdefgh ijk
Don't know	157 16%	4 10%	16 16%	11 14%	10 15%	21 27%fhill	14 14%	24 19%	19 13%	10 13%	8 18%	16 20%	2 10%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Handset Study (QS0571 - 310501)**

**Q.14 Is your current mobile handset 'locked'? By 'locked' we mean it can only be used on your current provider's mobile network. These networks are EE, O2, Vodafone or Three, you may have a contract with another company that uses one of these networks such as Virgin or Tesco Mobile.**

**Base: All who have a mobile phone**

	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING			
	Total	EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	951	214	204	135	100	339	316	141	107	31	21	368	49	369
Weighted Base	974	241	193	149	109	362	301	154	116	37	20	400	52	365
Yes, my current handset is locked	400 41%	113 47%	83 43%	74 49%	44 40%	156 43%	118 39%	75 48%	45 39%	11 30%	7 33%	400 100%	-	-
No, I've had my current handset unlocked	52 5%	13 5%	6 3%	8 5%	11 10%	17 5%	13 4%	10 6%	11 9%	5 13%	3 14%	-	52 100%	-
No, my current handset has never been locked	365 37%	84 35%	68 35%	40 27%	43 39%	140 39%	115 38%	43 28%	48 41%	17 46%	9 45%	-	-	365 100%
Don't know	157 16%	31 13%	36 19%	27 18%	12 11%	49 13%	55 18%	27 18%	12 11%	4 11%	2 8%	-	-	-

## Mobile Handset Study (QS0571 - 310501)

**Q.15 Have you tried to get your mobile handset unlocked at or after the end of your contract?**

**Base: All who are aware of handset unlocking but not had it unlocked**

	Total	GENDER		AGE									SOCIAL GRADE			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	368	168	200	47	84	55	66	49	49	18	131	237	81	97	95	95
Weighted Base	400	183	217	72*	93*	62*	72*	54*	35*	11**	165	234	96*	124*	95*	85*
Yes but I wasn't able	6 2%	- -	6 3% <sup>a</sup>	2 2%	- -	2 3%	2 2%	- -	1 4% <sup>d</sup>	- -	2 1%	5 2%	1 1%	3 2%	- -	3 3%
Yes but I decided not to do it	10 3%	4 2%	6 3%	2 3%	5 5%	- -	2 3%	1 1%	- -	1 7%	7 4%	4 2%	3 4%	3 2%	3 3%	1 1%
No	372 93%	172 94%	200 92%	69 95%	86 92%	58 94%	66 91%	51 94%	33 95%	10 87%	154 93%	218 93%	90 94%	115 92%	89 94%	78 92%
Don't know	11 3%	6 3%	5 2%	- -	3 3%	2 3%	2 3%	3 5%	* 1%	1 7%	3 2%	8 4%	1 2%	4 3%	3 3%	3 3%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Handset Study (QS0571 - 310501)**

**Q.15 Have you tried to get your mobile handset unlocked at or after the end of your contract?**

**Base: All who are aware of handset unlocking but not had it unlocked**

	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY				
	Married \Living as married (a)	Single (b)	Widow/D ivorced \Separa ted (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)	
Unweighted Base	368	215	106	47	234	134	120	248	301	67	303	34	19	12
Weighted Base	400	232	125*	43*	268	131*	140*	260	320	80*	338	35*	22**	4**
Yes but I wasn't able	6 2%	3 1%	4 3%	- -	3 1%	3 2%	2 1%	5 2%	5 1%	2 2%	6 2%	- -	- -	- -
Yes but I decided not to do it	10 3%	5 2%	4 3%	1 3%	10 4%	1 1%	1 1%	9 3%	10 3%	- -	10 3%	- -	- -	- -
No	372 93%	216 93%	117 93%	40 93%	247 92%	125 95%	133 96%	239 92%	296 92%	77 96%	314 93%	35 100%	19 88%	4 92%
Don't know	11 3%	9 4%	1 1%	2 4%	9 3%	2 2%	3 2%	8 3%	10 3%	1 2%	8 2%	- -	3 12%	* 8%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Mobile Handset Study (QS0571 - 310501)**

**Q.15 Have you tried to get your mobile handset unlocked at or after the end of your contract?**

**Base: All who are aware of handset unlocking but not had it unlocked**

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	368	17	38	29	19	34	45	38	58	25	19	34	12
Weighted Base	400	23**	39*	33**	26**	35*	49*	40*	66*	27**	22**	35*	4**
Yes but I wasn't able	6 2%	-	3 9%h	-	-	-	2 4%	1 3%	-	-	-	-	-
Yes but I decided not to do it	10 3%	1 6%	1 2%	-	-	-	3 5%	3 6%	3 4%	-	-	-	-
No	372 93%	22 94%	33 84%	31 97%	26 100%	34 96%	43 88%	35 87%	62 95%	27 100%	19 88%	35 100%bg	4 92%
Don't know	11 3%	-	2 5%	1 3%	-	1 4%	1 3%	1 3%	1 1%	-	3 12%	-	* 8%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing



**Mobile Handset Study (QS0571 - 310501)**

**Q.15 Have you tried to get your mobile handset unlocked at or after the end of your contract?**

**Base: All who are aware of handset unlocking but not had it unlocked**

	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING			
	Total	EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	368	100	80	62	36	145	117	63	37	9	5	368	-	-
Weighted Base	400	113	83	74	44	156	118	75	45	11	7	400	-	-
Yes but I wasn't able	6 2%	2 2%	2 3%	1 1%	1 1%	2 2%	3 2%	1 1%	1 1%	-	-	6 2%	-	-
Yes but I decided not to do it	10 3%	2 2%	1 1%	1 1%	3 8%	3 2%	2 2%	1 1%	3 7%	-	-	10 3%	-	-
No	372 93%	103 91%	79 96%	72 98%	37 85%	143 92%	112 95%	73 98%	38 85%	11 100%	5 83%	372 93%	-	-
Don't know	11 3%	6 5%	1 1%	* *	3 6%	7 5%	1 1%	* *	3 6%	-	1 17%	11 3%	-	-

## Q.16 Why were you unable or decided not to unlock your mobile handset?

Base: All who tried to unlock their handset but not able to \ decided not to

	Total	GENDER		AGE								SOCIAL GRADE				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	16	4	12	2	4	2	4	1	2	1	6	10	3	4	3	6
Weighted Base	17*	4**	12**	4**	5**	2**	4**	1**	1**	1**	8**	8**	5**	5**	3**	4**
Too expensive	3 20%	- -	3 27%	2 54%	1 29%	- -	- -	- -	- -	- -	3 40%	- -	2 45%	1 24%	- -	- -
Took too long to do	1 5%	1 19%	- -	- -	- -	- -	- -	1 100%	- -	- -	- -	1 9%	- -	- -	1 27%	- -
Too complicated to do	5 30%	- -	5 40%	2 46%	- -	1 66%	- -	- -	1 100%	1 100%	2 21%	3 38%	- -	3 52%	- -	2 56%
Didn't know how to get provider to unlock it for me	4 22%	3 62%	1 9%	- -	3 71%	1 34%	- -	- -	- -	- -	3 39%	1 6%	1 30%	1 24%	- -	1 28%
Other	5 28%	3 69%	2 14%	- -	1 29%	- -	3 65%	1 100%	- -	- -	1 16%	3 40%	1 25%	1 24%	2 55%	1 15%
Don't know	1 8%	- -	1 11%	- -	- -	- -	1 35%	- -	- -	- -	- -	1 16%	- -	- -	1 45%	- -

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Mobile Handset Study (QS0571 - 310501)

## Q.16 Why were you unable or decided not to unlock your mobile handset?

Base: All who tried to unlock their handset but not able to \ decided not to

	Total	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY			
		Married \Living as married (a)	Single (b)	Widow\Divorced \Separated (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	16	9	6	1	12	4	4	12	15	1	16	-	-	-
Weighted Base	17*	8**	7**	1**	13**	4**	3**	14**	15**	2**	17**	-**	-**	-**
Too expensive	3 20%	2 26%	1 18%	-	3 26%	-	-	3 25%	3 22%	-	3 20%	-	-	-
Took too long to do	1 5%	1 10%	-	-	1 6%	-	-	1 6%	1 5%	-	1 5%	-	-	-
Too complicated to do	5 30%	1 18%	4 47%	-	1 8%	4 100%	-	5 36%	3 21%	2 100%	5 30%	-	-	-
Didn't know how to get provider to unlock it for me	4 22%	1 14%	3 36%	-	4 29%	-	1 18%	3 23%	4 25%	-	4 22%	-	-	-
Other	5 28%	3 42%	1 18%	-	5 36%	-	3 82%	2 16%	5 31%	-	5 28%	-	-	-
Don't know	1 8%	-	-	1 100%	1 10%	-	-	1 10%	1 9%	-	1 8%	-	-	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Q.16 Why were you unable or decided not to unlock your mobile handset?

Base: All who tried to unlock their handset but not able to \ decided not to

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	16	1	5	-	-	-	3	5	2	-	-	-	-
Weighted Base	17*	1**	4**	..	..	..	4**	4**	3**	..	..	..	..
Too expensive	3 20%	-	-	-	-	-	1 30%	-	2 72%	-	-	-	-
Took too long to do	1 5%	-	-	-	-	-	-	-	1 28%	-	-	-	-
Too complicated to do	5 30%	-	2 41%	-	-	-	2 40%	1 38%	-	-	-	-	-
Didn't know how to get provider to unlock it for me	4 22%	-	-	-	-	-	1 30%	2 62%	-	-	-	-	-
Other	5 28%	-	3 59%	-	-	-	1 30%	-	1 28%	-	-	-	-
Don't know	1 8%	1 100%	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Q.16 Why were you unable or decided not to unlock your mobile handset?

Base: All who tried to unlock their handset but not able to \ decided not to

	Total	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING		
		EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	16	3	3	2	3	5	5	2	3	-	-	16	-	-
Weighted Base	17	4	3	1	4	6	5	1	4	-	-	17	-	-
Too expensive	3 20%	-	-	-	2 52%	-	1 28%	-	2 52%	-	-	3	-	-
Took too long to do	1 5%	-	-	1 58%	-	-	-	1 58%	-	-	-	1	-	-
Too complicated to do	5 30%	2 45%	1 39%	-	-	2 41%	2 37%	-	-	-	-	5	-	-
Didn't know how to get provider to unlock it for me	4 22%	1 34%	1 20%	-	2 48%	1 23%	1 11%	-	2 48%	-	-	4	-	-
Other	5 28%	1 21%	1 41%	1 100%	1 34%	1 14%	1 24%	1 100%	1 34%	-	-	5	-	-
Don't know	1 8%	-	-	-	-	1 23%	-	-	-	-	-	1	-	-
		-	-	-	-	-	-	-	-	-	-	8%	-	-

## Q.17 Why haven't you tried to get your mobile handset unlocked?

Base: All who haven't tried to unlock their handset

	Total	GENDER		AGE								SOCIAL GRADE				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	343	160	183	45	78	52	60	46	46	16	123	220	76	90	90	87
Weighted Base	372	172	200	69*	86*	58*	66*	51*	33*	10**	154*	218	90*	115*	89*	78*
Too expensive	6 2%	3 2%	3 2%	-	1 1%	3 4%	2 2%	1 2%	-	-	1 1%	5 2%	-	1 1%	3 3%	2 3%
Took too long to do	5 1%	4 2%	1 1%	2 3%	1 1%	-	2 3%	-	-	-	3 2%	2 1%	1 2%	-	2 3%	1 2%
Too complicated to do	7 2%	1 1%	6 3%	-	1 1%	-	1 1%	3 6%j	1 2%	1 14%	1 1%	6 3%	3 3%	-	-	4 6% <sup>m</sup>
Didn't know how to get provider to unlock it for me	6 2%	4 2%	2 1%	2 2%	-	-	3 4%	1 1%	1 4%	-	2 1%	5 2%	1 2%	3 2%	-	2 3%
I didn't need to as I stayed with same provider	303 81%	142 82%	161 81%	57 82%	71 83%	48 82%	53 81%	36 71%	30 91% <sup>g</sup>	8 86%	128 83%	175 81%	68 75%	97 84%	77 86%	62 79%
Other	30 8%	12 7%	17 9%	7 10%	7 8%	5 8%	5 8%	6 11%	1 2%	-	14 9%	16 7%	12 13% <sup>o</sup>	11 9%	5 5%	3 3%
Don't know	17 4%	7 4%	10 5%	1 2%	5 6%	3 6%	1 1%	5 10%	1 3%	-	6 4%	10 5%	5 6%	4 3%	3 3%	5 6%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Mobile Handset Study (QS0571 - 310501)

## Q.17 Why haven't you tried to get your mobile handset unlocked?

Base: All who haven't tried to unlock their handset

	Total	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY			
		Married \Living as married (a)	Single (b)	Widow/D ivorced \Separa ted (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	343	200	99	44	216	127	114	229	278	65	281	34	17	11
Weighted Base	372	216	117*	40*	247	125*	133*	239	296	77*	314	35*	19**	4**
Too expensive	6 2%	3 2%	3 2%	- -	4 2%	2 1%	5 4%g	1 *	5 2%	1 1%	6 2%	- -	- -	- -
Took too long to do	5 1%	1 1%	3 2%	1 2%	4 2%	1 1%	3 2%	2 1%	4 1%	1 2%	3 1%	2 5%	- -	- -
Too complicated to do	7 2%	3 1%	1 1%	3 9%ab	2 1%	5 4%d	- -	7 3%	7 2%	- -	6 2%	1 2%	- -	- -
Didn't know how to get provider to unlock it for me	6 2%	2 1%	2 2%	2 5%	3 1%	4 3%	1 1%	5 2%	5 2%	1 2%	6 2%	1 2%	- -	- -
I didn't need to as I stayed with same provider	303 81%	181 84%	91 78%	32 80%	203 82%	100 80%	108 81%	195 82%	234 79%	70 91%h	253 81%	27 77%	19 100%	4 100%
Other	30 8%	15 7%	13 11%	2 5%	22 9%	8 6%	8 6%	22 9%	27 9%	3 4%	26 8%	4 10%	- -	- -
Don't know	17 4%	11 5%	5 4%	1 3%	9 4%	7 6%	8 6%	8 4%	17 6%	- -	14 5%	2 7%	- -	- -

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Q.17 Why haven't you tried to get your mobile handset unlocked?

Base: All who haven't tried to unlock their handset

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	343	16	32	28	19	33	41	32	55	25	17	34	11
Weighted Base	372	22**	33**	31**	26**	34*	43*	35**	62*	27**	19**	35*	4**
Too expensive	6 2%	-	1 3%	1 3%	-	-	2 5%	2 6%	-	-	-	-	-
Took too long to do	5 1%	-	-	-	-	1 2%	1 3%	1 4%	-	-	-	2 5%	-
Too complicated to do	7 2%	-	-	1 4%	1 5%	1 3%	-	1 2%	2 3%	-	-	1 2%	-
Didn't know how to get provider to unlock it for me	6 2%	-	2 5%	-	1 2%	-	3 6%	-	1 1%	-	-	1 2%	-
I didn't need to as I stayed with same provider	303 81%	21 96%	23 71%	26 83%	20 77%	30 88%	36 82%	18 52%	54 87%	25 92%	19 100%	27 77%	4 100%
Other	30 8%	-	4 13%	2 6%	3 11%	3 9%	2 3%	7 19%	4 7%	2 7%	-	4 10%	-
Don't know	17 4%	1 4%	3 8%	1 4%	1 5%	-	-	7 20%	1 1%	* 2%	-	2 7%	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Q.17 Why haven't you tried to get your mobile handset unlocked?

Base: All who haven't tried to unlock their handset

	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING			
	Total	EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	343	93	76	59	31	135	111	60	32	9	4	343	-	-
Weighted Base	372	103	79	72	37	143	112	73	38	11	5	372	-	-
Too expensive	6 2%	2 2%	1 1%	-	1 3%	2 2%	2 1%	1 1%	1 3%	-	-	6 2%	-	-
Took too long to do	5 1%	-	2 3%	2 3%	-	-	3 2%	2 3%	-	-	-	5 1%	-	-
Too complicated to do	7 2%	1 1%	2 2%	1 2%	1 4%	3 2%	2 1%	1 2%	1 4%	-	-	7 2%	-	-
Didn't know how to get provider to unlock it for me	6 2%	3 3%	1 2%	-	1 4%	4 3%	1 1%	-	1 4%	-	-	6 2%	-	-
I didn't need to as I stayed with same provider	303 81%	86 83%	66 83%	56 77%	30 80%	117 82%	94 84%	56 77%	31 81%	11 100%	4 72%	303 81%	-	-
Other	30 8%	10 10%	3 4%	10 14%	2 4%	15 10%	3 3%	10 14%	2 4%	-	2 28%	30 8%	-	-
Don't know	17 4%	2 2%	5 6%	2 3%	2 5%	4 3%	8 7%	2 3%	2 5%	-	-	17 4%	-	-

## Q.18 Which ONE of these best describes how your handset was unlocked?

Base: All who have unlocked their handset

	Total	GENDER		AGE								SOCIAL GRADE				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	49	31	18	7	10	12	5	6	9	-	17	32	8	10	16	15
Weighted Base	52*	34**	18**	9**	11**	13**	5**	8**	7**	-**	20**	32**	9**	14**	18**	11**
My provider unlocked it for me automatically	17 32%	13 39%	3 19%	5 53%	6 51%	1 10%	3 52%	-	2 36%	-	11 52%	6 20%	3 32%	4 28%	7 39%	3 26%
My provider unlocked it for me upon request	16 31%	9 27%	7 40%	1 12%	3 30%	6 46%	1 23%	2 28%	3 41%	-	5 22%	12 37%	2 26%	6 40%	5 26%	4 35%
I had it unlocked by someone else (not my provider)	13 25%	9 27%	4 20%	1 16%	2 19%	3 24%	1 26%	4 54%	1 13%	-	4 17%	9 29%	3 28%	3 20%	4 21%	4 33%
Other	2 3%	2 5%	-	-	-	2 14%	-	-	-	-	-	2 6%	-	-	2 10%	-
<b>SUMMARY CODE</b>																
PROVIDER UNLOCKED	33 64%	22 66%	11 59%	6 65%	9 81%	7 56%	4 74%	2 28%	5 77%	-	15 74%	18 57%	5 58%	9 68%	12 65%	7 61%
Don't know	4 8%	1 2%	4 21%	2 19%	-	1 5%	-	1 17%	1 10%	-	2 9%	3 8%	1 14%	2 13%	1 4%	1 6%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Mobile Handset Study (QS0571 - 310501)

Q.18 Which ONE of these best describes how your handset was unlocked?

Base: All who have unlocked their handset

	Total	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY			
		Married \Living as married (a)	Single (b)	Widow/D ivorced \Separa ted (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	49	33	11	5	29	20	18	31	41	8	42	6	1	-
Weighted Base	52*	35**	13**	4**	32**	20**	19**	33**	44*	9**	45*	6**	1**	-**
My provider unlocked it for me automatically	17 32%	11 32%	6 43%	-	8 26%	8 42%	7 34%	10 31%	15 34%	2 23%	17 37%	-	-	-
My provider unlocked it for me upon request	16 31%	13 38%	2 13%	2 36%	10 32%	6 30%	7 38%	9 28%	15 34%	2 21%	12 27%	4 65%	-	-
I had it unlocked by someone else (not my provider)	13 25%	7 21%	4 30%	1 32%	10 30%	3 16%	3 15%	10 30%	10 22%	3 36%	11 23%	2 35%	-	-
Other	2 3%	2 5%	-	-	2 6%	-	2 9%	-	2 4%	-	2 4%	-	-	-
<b>SUMMARY CODE</b>														
PROVIDER UNLOCKED	33 64%	24 70%	7 56%	2 36%	19 58%	14 72%	14 72%	19 59%	29 67%	4 44%	29 64%	4 65%	-	-
Don't know	4 8%	1 4%	2 13%	1 32%	2 6%	2 12%	1 4%	4 11%	3 6%	2 20%	4 8%	-	1 100%	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Q.18 Which ONE of these best describes how your handset was unlocked?

Base: All who have unlocked their handset

	Total	GOVERNMENT REGIONS											Northern Ireland (l)
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	
Unweighted Base	49	1	4	1	2	6	4	15	4	5	1	6	-
Weighted Base	52*	1**	4**	1**	2**	6**	6**	16**	6**	5**	1**	6**	-**
My provider unlocked it for me automatically	17 32%	-	2 52%	-	2 100%	3 55%	2 44%	5 35%	1 13%	1 18%	-	-	-
My provider unlocked it for me upon request	16 31%	1 100%	1 20%	1 100%	-	-	-	4 24%	3 55%	3 63%	-	4 65%	-
I had it unlocked by someone else (not my provider)	13 25%	-	1 27%	-	-	3 45%	1 25%	5 29%	-	1 18%	-	2 35%	-
Other	2 3%	-	-	-	-	-	-	-	2 32%	-	-	-	-
<b>SUMMARY CODE</b>													
PROVIDER UNLOCKED	33 64%	1 100%	3 73%	1 100%	2 100%	3 55%	2 44%	9 58%	4 68%	4 82%	-	4 65%	-
Don't know	4 8%	-	-	-	-	-	2 31%	2 13%	-	-	1 100%	-	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Q.18 Which ONE of these best describes how your handset was unlocked?

Base: All who have unlocked their handset

	Total	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING		
		EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	49	10	5	7	10	15	12	9	10	4	4	-	49	-
Weighted Base	52	13	6	8	11	17	13	10	11	5	3	-	52	-
My provider unlocked it for me automatically	17 32%	8 61%	2 36%	2 23%	4 40%	8 46%	3 23%	2 19%	4 40%	3 63%	1 26%	-	17 32%	-
My provider unlocked it for me upon request	16 31%	2 14%	2 24%	3 38%	3 25%	5 32%	5 43%	3 31%	3 25%	-	1 24%	-	16 31%	-
I had it unlocked by someone else (not my provider)	13 25%	3 25%	3 39%	1 16%	1 5%	3 18%	4 34%	3 31%	1 5%	-	1 50%	-	13 25%	-
Other	2 3%	-	-	2 23%	-	-	-	2 19%	-	2 37%	-	-	2 3%	-
<b>SUMMARY CODE</b>														
PROVIDER UNLOCKED	33 64%	10 75%	4 61%	5 61%	7 66%	13 78%	8 66%	5 51%	7 66%	3 63%	1 50%	-	33 64%	-
Don't know	4 8%	-	-	-	3 29%	1 4%	-	-	3 29%	-	-	-	4 8%	-

## Q.19 Why didn't you go to your provider to have your phone unlocked?

Base: All who had their handset unlocked by someone other than their provider

	Total	GENDER		AGE								SOCIAL GRADE				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	12	8	4	1	2	4	1	3	1	-	3	9	2	2	3	5
Weighted Base	13*	9**	4**	1**	2**	3**	1**	4**	1**	-**	4**	9**	3**	3**	4**	4**
Too expensive	1 8%	-	1 29%	-	-	1 36%	-	-	-	-	-	1 12%	-	-	-	1 30%
Too much hassle	4 29%	2 20%	2 51%	-	-	1 18%	-	2 56%	1 100%	-	-	4 40%	1 32%	-	1 36%	1 40%
Easier getting someone else to do it	4 29%	3 34%	1 14%	-	1 62%	1 18%	-	2 44%	-	-	1 37%	2 25%	2 68%	1 48%	-	1 15%
They wouldn't unlock it for me	1 10%	-	1 35%	-	-	-	1 100%	-	-	-	-	1 14%	-	-	1 35%	-
Didn't know how to get provider to unlock it for me	1 11%	1 16%	-	1 100%	-	-	-	-	-	-	1 40%	-	-	1 52%	-	-
Didn't know provider offered an unlocking service	2 13%	2 18%	-	-	1 38%	1 27%	-	-	-	-	1 23%	1 9%	-	-	-	2 45%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>SUMMARY CODES</b>																
PROVIDER BARRIER	9 67%	5 54%	4 100%	-	1 62%	1 36%	1 100%	4 100%	1 100%	-	1 37%	7 79%	3 100%	1 48%	3 70%	2 55%
UNAWARE OF PROVIDER PROCESS/SERVICE	3 24%	3 34%	-	1 100%	1 38%	1 27%	-	-	-	-	2 63%	1 9%	-	1 52%	-	2 45%
Don't know	1 9%	1 12%	-	-	-	1 37%	-	-	-	-	-	1 12%	-	-	1 30%	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Mobile Handset Study (QS0571 - 310501)

## Q.19 Why didn't you go to your provider to have your phone unlocked?

Base: All who had their handset unlocked by someone other than their provider

	Total	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY			
		Married \Living as married (a)	Single (b)	Widow/D ivorced \Separa ted (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	12	8	3	1	9	3	3	9	9	3	10	2	-	-
Weighted Base	13*	7**	4**	1**	10**	3**	3**	10**	10**	3**	11**	2**	**	**
Too expensive	1 8%	1 14%	-	-	1 11%	-	1 18%	1 5%	1 11%	-	1 10%	-	-	-
Too much hassle	4 29%	2 31%	-	1 100%	3 29%	1 28%	1 18%	3 32%	2 19%	2 57%	1 13%	2 100%	-	-
Easier getting someone else to do it	4 29%	2 25%	2 44%	-	4 38%	-	2 63%	2 18%	2 24%	1 43%	4 35%	-	-	-
They wouldn't unlock it for me	1 10%	1 18%	-	-	1 13%	-	-	1 13%	1 13%	-	1 12%	-	-	-
Didn't know how to get provider to unlock it for me	1 11%	-	1 35%	-	-	1 46%	-	1 14%	1 15%	-	1 13%	-	-	-
Didn't know provider offered an unlocking service	2 13%	1 11%	1 20%	-	1 8%	1 27%	-	2 17%	2 17%	-	2 16%	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>SUMMARY CODES</b>														
PROVIDER BARRIER	9 67%	5 74%	2 44%	1 100%	8 80%	1 28%	2 63%	7 69%	6 57%	3 100%	6 60%	2 100%	-	-
UNAWARE OF PROVIDER PROCESS/SERVICE	3 24%	1 11%	2 56%	-	1 8%	2 72%	-	3 31%	3 32%	-	3 29%	-	-	-
Don't know	1 9%	1 15%	-	-	1 12%	-	1 37%	-	1 12%	-	1 11%	-	-	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Q.19 Why didn't you go to your provider to have your phone unlocked?

Base: All who had their handset unlocked by someone other than their provider

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	12	-	1	-	-	2	1	5	-	1	-	2	-
Weighted Base	13*	..	1**	..	..	3**	1**	5**	..	1**	..	2**	..
Too expensive	1 8%	-	-	-	-	-	-	1 24%	-	-	-	-	-
Too much hassle	4 29%	-	-	-	-	-	-	1 12%	-	1 100%	-	2 100%	-
Easier getting someone else to do it	4 29%	-	-	-	-	1 50%	-	2 52%	-	-	-	-	-
They wouldn't unlock it for me	1 10%	-	-	-	-	1 50%	-	-	-	-	-	-	-
Didn't know how to get provider to unlock it for me	1 11%	-	-	-	-	-	1 100%	-	-	-	-	-	-
Didn't know provider offered an unlocking service	2 13%	-	-	-	-	-	-	2 36%	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>SUMMARY CODES</b>													
PROVIDER BARRIER	9 67%	-	-	-	-	3 100%	-	3 64%	-	1 100%	-	2 100%	-
UNAWARE OF PROVIDER PROCESS/SERVICE	3 24%	-	-	-	-	-	1 100%	2 36%	-	-	-	-	-
Don't know	1 9%	-	1 100%	-	-	-	-	-	-	-	-	-	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Q.19 Why didn't you go to your provider to have your phone unlocked?

Base: All who had their handset unlocked by someone other than their provider

	Total	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING		
		EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	12	2	2	1	1	2	4	3	1	-	2	-	12	-
Weighted Base	13	3	3	1	1	3	4	3	1	-	1	-	13	-
Too expensive	1 8%	-	-	-	1 100%	-	-	-	1 100%	-	1 40%	-	1 8%	-
Too much hassle	4 29%	-	-	-	-	-	2 41%	-	-	-	-	-	4 29%	-
Easier getting someone else to do it	4 29%	3 100%	-	-	-	3 100%	-	-	-	-	-	-	4 29%	-
They wouldn't unlock it for me	1 10%	-	-	1 100%	-	-	-	1 44%	-	-	-	-	1 10%	-
Didn't know how to get provider to unlock it for me	1 11%	-	1 56%	-	-	-	1 33%	-	-	-	-	-	1 11%	-
Didn't know provider offered an unlocking service	2 13%	-	-	-	-	-	-	2 56%	-	-	1 60%	-	2 13%	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>SUMMARY CODES</b>														
PROVIDER BARRIER	9 67%	3 100%	-	1 100%	1 100%	3 100%	2 41%	1 44%	1 100%	-	1 40%	-	9 67%	-
UNAWARE OF PROVIDER PROCESS/SERVICE	3 24%	-	1 56%	-	-	-	1 33%	2 56%	-	-	1 60%	-	3 24%	-
Don't know	1 9%	-	1 44%	-	-	-	1 26%	-	-	-	-	-	1 9%	-

**Q. Breaks x Breaks**  
**Base: All adults UK**

	Total	GENDER		AGE									SOCIAL GRADE			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	1073	520	553	111	195	146	150	159	194	118	306	767	196	262	233	382
Weighted Base	1073	520	553	154*	216	164	163	169	131	76	370	703	226	311	222	315
<b>GENDER</b>																
Male	520	520	-	78	101	86	83	81	52	38	179	341	102	157	119	142
	48%	100% <sup>b</sup>	-	51%	47%	53% <sup>h</sup>	51%	48%	40%	50%	49%	48%	45%	51%	54%	45%
Female	553	-	553	76	115	78	80	88	78	38	190	362	123	153	103	173
	52%	-	100% <sup>a</sup>	49%	53%	47%	49%	52%	60% <sup>e</sup>	50%	51%	52%	55%	49%	46%	55%
<b>AGE</b>																
16-24	154	78	76	154	-	-	-	-	-	-	154	-	23	52	33	45
	14%	15%	14%	100% <sup>defghi</sup>	-	-	-	-	-	-	42% <sup>defghi</sup>	-	10%	17%	15%	14%
				jk							k					
25-34	216	101	115	-	216	-	-	-	-	-	216	-	46	77	40	53
	20%	19%	21%	-	100% <sup>cefg</sup>	-	-	-	-	-	58% <sup>cefg</sup>	-	20%	25% <sup>o</sup>	18%	17%
				-	jk						k					
35-44	164	86	78	-	-	164	-	-	-	-	-	164	40	43	41	41
	15%	17%	14%	-	-	100% <sup>cd</sup>	-	-	-	-	-	23% <sup>cd</sup>	18%	14%	18%	13%
				-	-	jk						ij				
45-54	163	83	80	-	-	-	163	-	-	-	-	163	40	47	32	44
	15%	16%	15%	-	-	-	100% <sup>cdeghi</sup>	-	-	-	-	23% <sup>cdeghi</sup>	18%	15%	15%	14%
				-	-	-	jk					ij				
55-64	169	81	88	-	-	-	-	169	-	-	-	169	39	46	41	44
	16%	16%	16%	-	-	-	-	100% <sup>cdefhi</sup>	-	-	-	24% <sup>cdefhi</sup>	17%	15%	18%	14%
				-	-	-	-	jk				ij				
65-74	131	52	78	-	-	-	-	-	131	-	-	131	28	28	21	54
	12%	10%	14%	-	-	-	-	-	100% <sup>cdefgi</sup>	-	-	19% <sup>cdefgi</sup>	12%	9%	10%	17% <sup>mn</sup>
				-	-	-	-	-	jk			ij				
75+	76	38	38	-	-	-	-	-	-	76	-	76	10	18	15	34
	7%	7%	7%	-	-	-	-	-	-	100% <sup>cdefgh</sup>	-	11% <sup>cdefgh</sup>	4%	6%	7%	11% <sup>lm</sup>
				-	-	-	-	-	-	jk		j				
16-34	370	179	190	154	216	-	-	-	-	-	370	-	70	130	72	98
	34%	34%	34%	100% <sup>efgh</sup>	100% <sup>efghik</sup>	-	-	-	-	-	100% <sup>efghik</sup>	-	31%	42% <sup>lo</sup>	33%	31%
				ik												
35+	703	341	362	-	-	164	163	169	131	76	-	703	156	181	150	216
	66%	66%	66%	-	-	100% <sup>cdj</sup>	100% <sup>cdj</sup>	100% <sup>cdj</sup>	100% <sup>cdj</sup>	100% <sup>cdj</sup>	-	100% <sup>cdj</sup>	69% <sup>m</sup>	58%	67%	69% <sup>m</sup>

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

**Q. Breaks x Breaks**  
**Base: All adults UK**

	Total	GENDER		AGE									SOCIAL GRADE			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	1073	520	553	111	195	146	150	159	194	118	306	767	196	262	233	382
Weighted Base	1073	520	553	154*	216	164	163	169	131	76	370	703	226	311	222	315
<b>SOCIAL GRADE</b>																
AB	226	102	123	23	46	40	40	39	28	10	70	156	226	-	-	-
	21%	20%	22%	15%	21%	24% <i>i</i>	25% <i>i</i>	23% <i>i</i>	21%	13%	19%	22% <i>i</i>	100% <i>mno</i>	-	-	-
C1	311	157	153	52	77	43	47	46	28	18	130	181	-	311	-	-
	29%	30%	28%	34% <i>h</i>	36% <i>hik</i>	26%	29%	27%	21%	24%	35% <i>hik</i>	26%	-	100% <i>lno</i>	-	-
C2	222	119	103	33	40	41	32	41	21	15	72	150	-	-	222	-
	21%	23%	19%	21%	18%	25%	20%	24%	16%	19%	20%	21%	-	-	100% <i>lmo</i>	-
DE	315	142	173	45	53	41	44	44	54	34	98	216	-	-	-	315
	29%	27%	31%	30%	24%	25%	27%	26%	41% <i>defgj</i>	45% <i>cdefg</i>	27%	31%	-	-	-	100% <i>lmn</i>
<b>MARITAL STATUS</b>																
Married/Living as married	621	322	299	29	149	123	107	103	75	35	178	443	163	184	151	123
	58%	62% <i>b</i>	54%	19%	69% <i>chij</i>	75% <i>cghij</i>	66% <i>cij</i>	61% <i>cij</i>	57% <i>c</i>	46% <i>c</i>	48% <i>c</i>	63% <i>cij</i>	72% <i>mo</i>	59% <i>o</i>	68% <i>o</i>	39%
Single	303	157	146	125	65	36	33	25	15	4	190	113	44	100	44	114
	28%	30%	26%	81% <i>defgh</i>	30% <i>fg</i> <i>hik</i>	22% <i>hi</i>	20% <i>hi</i>	15% <i>i</i>	12%	5%	51% <i>defgh</i>	16% <i>i</i>	20%	32% <i>ln</i>	20%	36% <i>ln</i>
Widow/Divorced/Separated	150	42	108	-	2	5	23	41	41	38	2	148	18	27	27	78
	14%	8%	20% <i>a</i>	-	1%	3% <i>j</i>	14% <i>cdej</i>	24% <i>cdefj</i>	31% <i>cdefj</i>	49% <i>cdefgh</i>	*	21% <i>cdej</i>	8%	9%	12%	25% <i>lmn</i>
<b>WORKING STATUS</b>																
Working	593	325	268	65	173	130	121	93	10	1	238	355	151	197	149	96
	55%	63% <i>b</i>	48%	43% <i>hi</i>	80% <i>cghij</i>	79% <i>cghij</i>	74% <i>cghik</i>	55% <i>hi</i>	8% <i>i</i>	1%	64% <i>chik</i>	50% <i>hi</i>	67% <i>o</i>	63% <i>o</i>	67% <i>o</i>	30%
Not working	480	195	285	88	43	34	42	76	121	75	131	349	75	113	73	219
	45%	37%	52% <i>a</i>	57% <i>defj</i>	20%	21%	26%	45% <i>def</i>	92% <i>cdefg</i>	99% <i>cdefg</i>	36% <i>de</i>	50% <i>defj</i>	33%	37%	33%	70% <i>lmn</i>
<b>CHILDREN IN HOUSEHOLD</b>																
Any	334	152	181	54	110	110	51	8	1	-	164	169	58	99	83	93
	31%	29%	33%	35% <i>ghik</i>	51% <i>cfghi</i>	67% <i>cd</i> <i>fg</i> <i>h</i>	31% <i>ghi</i>	5% <i>hi</i>	1%	-	44% <i>fg</i> <i>hik</i>	24% <i>ghi</i>	26%	32%	37% <i>l</i>	30%
None	739	368	371	99	106	54	112	161	130	76	206	534	168	211	139	221
	69%	71%	67%	65% <i>de</i>	49% <i>e</i>	33%	69% <i>dej</i>	95% <i>cdefj</i>	99% <i>cdef</i>	100% <i>cdefg</i>	56% <i>e</i>	76% <i>cdej</i>	74% <i>n</i>	68%	63%	70%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

**Q. Breaks x Breaks**  
**Base: All adults UK**

	Total	GENDER		AGE									SOCIAL GRADE			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	1073	520	553	111	195	146	150	159	194	118	306	767	196	262	233	382
Weighted Base	1073	520	553	154*	216	164	163	169	131	76	370	703	226	311	222	315
<b>AREA</b>																
Urban	858	418	440	120	179	138	132	129	97	62	299	559	187	246	169	255
	80%	80%	80%	78%	83%h	84%h	81%	77%	74%	81%	81%	79%	83%	79%	76%	81%
Rural	215	102	113	33	37	26	31	40	34	14	71	145	38	65	53	59
	20%	20%	20%	22%	17%	16%	19%	23%	26%de	19%	19%	21%	17%	21%	24%	19%
<b>COUNTRY</b>																
England	904	438	466	136	182	148	135	133	110	60	318	586	178	264	189	273
	84%	84%	84%	88%	84%	90%gik	83%	79%	84%	78%	86%	83%	79%	85%	85%	87%l
Scotland	91	46	45	10	21	10	16	16	10	9	31	60	30	23	18	20
	9%	9%	8%	6%	10%	6%	10%	9%	8%	12%	8%	9%	13%o	7%	8%	7%
Wales	54	24	30	7	9	5	7	14	6	7	15	38	15	18	10	11
	5%	5%	5%	4%	4%	3%	4%	8%	4%	9%e	4%	5%	7%	6%	4%	3%
Northern Ireland	24	12	12	1	4	1	6	6	5	1	5	19	4	5	5	11
	2%	2%	2%	1%	2%	1%	4%	4%	4%	1%	1%	3%	2%	2%	2%	3%
<b>GOVERNMENT REGIONS</b>																
North East	42	19	23	8	9	7	3	4	5	5	17	25	8	6	14	14
	4%	4%	4%	5%	4%	4%	2%	3%	4%	7%	5%	4%	3%	2%	6% <sup>m</sup>	4%
North West	114	54	61	22	27	12	18	14	12	10	48	66	21	29	21	43
	11%	10%	11%	14%	12%	8%	11%	8%	10%	13%	13%	9%	9%	9%	10%	14%
Yorkshire and The Humber	89	43	46	16	21	12	18	10	6	7	36	53	14	23	19	33
	8%	8%	8%	10%	10%	8%	11%h	6%	5%	9%	10%	7%	6%	7%	9%	10%
East Midlands	76	38	38	13	13	13	5	15	10	7	26	49	13	24	14	25
	7%	7%	7%	9%	6%	8%	3%	9%f	8%	9%f	7%	7%	6%	8%	6%	8%
West Midlands	92	47	45	11	16	16	18	7	14	9	28	64	11	25	22	35
	9%	9%	8%	7%	8%	10%	11%g	4%	11%g	12%g	8%	9%g	5%	8%	10%	11%j
East of England	110	52	58	14	23	17	27	15	11	3	37	73	17	36	28	29
	10%	10%	11%	9%	10%	11%	16%hi	9%	8%	4%	10%	10%i	8%	12%	12%	9%
London	138	76	62	27	31	25	17	20	11	7	57	81	43	34	21	40
	13%	15%	11%	17%	14%	15%	11%	12%	9%	9%	15%h	11%	19% <sup>mn</sup>	11%	9%	13%
South East	153	73	80	15	27	35	18	29	24	6	41	112	32	58	31	32
	14%	14%	15%	10%	12%	21% <sup>cd</sup> fij	11%	17%i	18% <sup>ij</sup>	8%	11%	16%i	14%	19% <sup>o</sup>	14%	10%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base

## Mobile Handset Study (QS0571 - 310501)

**Q. Breaks x Breaks**  
**Base: All adults UK**

	Total	GENDER		AGE									SOCIAL GRADE			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	1073	520	553	111	195	146	150	159	194	118	306	767	196	262	233	382
Weighted Base	1073	520	553	154*	216	164	163	169	131	76	370	703	226	311	222	315
South West	89	37	52	10	16	9	11	19	16	6	27	62	20	29	18	23
	8%	7%	9%	7%	8%	6%	7%	11%	12%e	8%	7%	9%	9%	9%	8%	7%
Wales	54	24	30	7	9	5	7	14	6	7	15	38	15	18	10	11
	5%	5%	5%	4%	4%	3%	4%	8%	4%	9%e	4%	5%	7%	6%	4%	3%
Scotland	91	46	45	10	21	10	16	16	10	9	31	60	30	23	18	20
	9%	9%	8%	6%	10%	6%	10%	9%	8%	12%	8%	9%	13%o	7%	8%	7%
Northern Ireland	24	12	12	1	4	1	6	6	5	1	5	19	4	5	5	11
	2%	2%	2%	1%	2%	1%	4%	4%	4%	1%	1%	3%	2%	2%	2%	3%
<b>Q.8 OPERATOR</b>																
EE	241	115	126	54	58	31	37	34	20	7	112	129	63	71	46	60
	22%	22%	23%	35%efghi k	27%hik	19%	23%i	20%i	15%	10%	30%eghik	18%i	28%o	23%	21%	19%
O2	193	94	99	23	45	37	30	31	19	7	69	125	40	57	40	56
	18%	18%	18%	15%	21%i	23%i	18%i	19%i	14%	9%	19%i	18%i	18%	18%	18%	18%
Vodafone	149	82	67	22	26	34	34	22	8	4	48	101	35	44	37	33
	14%	16%	12%	14%hi	12%i	20%dhi	21%dhij	13%hi	6%	5%	13%hi	14%hi	15%	14%	17%o	11%
3	109	48	61	25	37	9	15	12	10	*	62	47	24	31	26	28
	10%	9%	11%	16%eghik	17%efghik	6%	9%i	7%i	8%i	1%	17%efghik	7%i	11%	10%	11%	9%
<b>Q.8 OPERATOR INCLUDING MNVOS</b>																
EE	362	177	185	62	75	49	61	55	40	19	137	225	91	114	74	83
	34%	34%	34%	40%i	35%	30%	38%i	33%	31%	24%	37%i	32%	40%o	37%o	33%	26%
O2	301	142	159	37	64	56	38	54	38	14	101	200	60	87	63	90
	28%	27%	29%	24%	30%i	34%i	23%	32%i	29%i	18%	27%	28%i	27%	28%	29%	29%
Vodafone	154	84	70	22	27	36	35	22	9	4	49	106	35	46	37	36
	14%	16%	13%	14%i	12%i	22%dhij	21%dhij	13%i	7%	5%	13%hi	15%hi	15%	15%	17%	12%
3	116	53	63	25	39	10	15	12	13	1	64	52	26	32	27	32
	11%	10%	11%	16%egik	18%efghik	6%	9%i	7%i	10%i	2%	17%efghik	7%i	11%	10%	12%	10%
<b>Q.11 CURRENT CONTRACT</b>																
Stayed with previous provider	37	27	10	6	13	4	6	6	2	-	19	18	10	17	2	7
	3%	5%b	2%	4%	6%hik	2%	4%	4%	1%	-	5%hi	3%	5%	6%no	1%	2%
Switched provider	20	7	12	3	3	5	5	2	2	-	6	13	5	5	3	6
	2%	1%	2%	2%	1%	3%	3%	1%	2%	-	2%	2%	2%	2%	1%	2%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base

**Q. Breaks x Breaks**  
**Base: All adults UK**

	Total	GENDER		AGE								SOCIAL GRADE				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)
Unweighted Base	1073	520	553	111	195	146	150	159	194	118	306	767	196	262	233	382
Weighted Base	1073	520	553	154*	216	164	163	169	131	76	370	703	226	311	222	315
<b>Q.14 HANDSET LOCKING</b>																
Locked	400	183	217	72	93	62	72	54	35	11	165	234	96	124	95	85
	37%	35%	39%	47% <sup>ghik</sup>	43% <sup>hik</sup>	38% <sup>hi</sup>	44% <sup>ghik</sup>	32% <sup>i</sup>	27% <sup>i</sup>	15%	45% <sup>ghik</sup>	33% <sup>i</sup>	42% <sup>o</sup>	40% <sup>o</sup>	43% <sup>o</sup>	27%
Had unlocked	52	34	18	9	11	13	5	8	7	-	20	32	9	14	18	11
	5%	7% <sup>b</sup>	3%	6% <sup>i</sup>	5% <sup>i</sup>	8% <sup>i</sup>	3%	4% <sup>i</sup>	5% <sup>i</sup>	-	6% <sup>i</sup>	5% <sup>i</sup>	4%	4%	8% <sup>o</sup>	3%
Never locked	365	191	174	50	79	68	50	61	40	15	129	235	82	104	67	112
	34%	37%	31%	33%	37% <sup>i</sup>	41% <sup>i</sup>	31%	36% <sup>i</sup>	31%	20%	35% <sup>i</sup>	33% <sup>i</sup>	36%	33%	30%	35%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base

## Mobile Handset Study (QS0571 - 310501)

Q. Breaks x Breaks  
Base: All adults UK

	Total	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY			
		Married \Living as married (a)	Single (b)	Widow/D ivorced \Separa ted (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	1073	614	274	185	516	557	298	775	849	224	863	94	55	61
Weighted Base	1073	621	303	150	593	480	334	739	858	215	904	91*	54*	24*
<b>GENDER</b>														
Male	520 48%	322 52% <i>c</i>	157 52% <i>c</i>	42 28%	325 55% <i>e</i>	195 41%	152 46%	368 50%	418 49%	102 47%	438 48%	46 50%	24 45%	12 50%
Female	553 52%	299 48%	146 48%	108 72% <i>ab</i>	268 45%	285 59% <i>d</i>	181 54%	371 50%	440 51%	113 53%	466 52%	45 50%	30 55%	12 50%
<b>AGE</b>														
16-24	154 14%	29 5% <i>c</i>	125 41% <i>ac</i>	- -	65 11%	88 18% <i>d</i>	54 16%	99 13%	120 14%	33 16%	136 15%	10 11%	7 13%	1 5%
25-34	216 20%	149 24% <i>c</i>	65 21% <i>c</i>	2 1%	173 29% <i>e</i>	43 9%	110 33% <i>g</i>	106 14%	179 21%	37 17%	182 20%	21 24%	9 16%	4 16%
35-44	164 15%	123 20% <i>bc</i>	36 12% <i>c</i>	5 4%	130 22% <i>e</i>	34 7%	110 33% <i>g</i>	54 7%	138 16%	26 12%	148 16% <i>m</i>	10 11%	5 9%	1 6%
45-54	163 15%	107 17% <i>b</i>	33 11%	23 16%	121 20% <i>e</i>	42 9%	51 15%	112 15%	132 15%	31 14%	135 15%	16 17%	7 12%	6 24%
55-64	169 16%	103 17% <i>ab</i>	25 8%	41 27% <i>ab</i>	93 16%	76 16%	8 2%	161 22% <i>f</i>	129 15%	40 18%	133 15%	16 17%	14 26% <i>j</i>	6 25% <i>j</i>
65-74	131 12%	75 12% <i>b</i>	15 5%	41 27% <i>ab</i>	10 2%	121 25% <i>d</i>	1 *	130 18% <i>f</i>	97 11%	34 16%	110 12%	10 11%	6 11%	5 21%
75+	76 7%	35 6% <i>b</i>	4 1%	38 25% <i>ab</i>	1 *	75 16% <i>d</i>	- -	76 10% <i>f</i>	62 7%	14 7%	60 7%	9 10%	7 13%	1 2%
16-34	370 34%	178 29% <i>c</i>	190 63% <i>ac</i>	2 1%	238 40% <i>e</i>	131 27%	164 49% <i>g</i>	206 28%	299 35%	71 33%	318 35% <i>m</i>	31 34%	15 29%	5 22%
35+	703 66%	443 71% <i>b</i>	113 37%	148 99% <i>ab</i>	355 60%	349 73% <i>d</i>	169 51%	534 72% <i>f</i>	559 65%	145 67%	586 65%	60 66%	38 71%	19 78% <i>j</i>
<b>SOCIAL GRADE</b>														
AB	226 21%	163 26% <i>bc</i>	44 15%	18 12%	151 25% <i>e</i>	75 16%	58 17%	168 23%	187 22%	38 18%	178 20%	30 33% <i>jm</i>	15 28%	4 15%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base

## Mobile Handset Study (QS0571 - 310501)

Q. Breaks x Breaks  
Base: All adults UK

	Total	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY			
		Married \Living as married (a)	Single (b)	Widow/D ivorced \Separa ted (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	1073	614	274	185	516	557	298	775	849	224	863	94	55	61
Weighted Base	1073	621	303	150	593	480	334	739	858	215	904	91*	54*	24*
C1	311 29%	184 30% <sup>c</sup>	100 33% <sup>c</sup>	27 18%	197 33% <sup>e</sup>	113 24%	99 30%	211 29%	246 29%	65 30%	264 29%	23 25%	18 34%	5 19%
C2	222 21%	151 24% <sup>b</sup>	44 15%	27 18%	149 25% <sup>e</sup>	73 15%	83 25% <sup>g</sup>	139 19%	169 20%	53 25%	189 21%	18 19%	10 18%	5 22%
DE	315 29%	123 20%	114 38% <sup>a</sup>	78 52% <sup>ab</sup>	96 16%	219 46% <sup>d</sup>	93 28%	221 30%	255 30%	59 28%	273 30%	20 22%	11 20%	11 43% <sup>kl</sup>
<b>MARITAL STATUS</b>														
Married/Living as married	621 58%	621 100% <sup>bc</sup>	-	-	398 67% <sup>e</sup>	223 47%	242 73% <sup>g</sup>	379 51%	488 57%	133 62%	527 58%	48 53%	30 55%	16 65%
Single	303 28%	-	303 100% <sup>ac</sup>	-	155 26%	148 31%	78 23%	225 30% <sup>f</sup>	244 28%	58 27%	258 29%	26 28%	14 26%	5 21%
Widow/Divorced/Separated	150 14%	-	-	150 100% <sup>ab</sup>	41 7%	109 23% <sup>d</sup>	14 4%	136 18% <sup>f</sup>	126 15%	24 11%	119 13%	17 19%	10 19%	3 14%
<b>WORKING STATUS</b>														
Working	593 55%	398 64% <sup>bc</sup>	155 51% <sup>c</sup>	41 27%	593 100% <sup>e</sup>	-	231 69% <sup>g</sup>	362 49%	472 55%	121 56%	504 56%	50 54%	28 52%	11 46%
Not working	480 45%	223 36%	148 49% <sup>a</sup>	109 73% <sup>ab</sup>	-	480 100% <sup>d</sup>	103 31%	377 51% <sup>f</sup>	386 45%	94 44%	400 44%	42 46%	26 48%	13 54%
<b>CHILDREN IN HOUSEHOLD</b>														
Any	334 31%	242 39% <sup>bc</sup>	78 26% <sup>c</sup>	14 9%	231 39% <sup>e</sup>	103 21%	334 100% <sup>g</sup>	-	268 31%	66 31%	305 34% <sup>k</sup>	8 9%	14 26% <sup>k</sup>	7 27% <sup>k</sup>
None	739 69%	379 61%	225 74% <sup>a</sup>	136 91% <sup>ab</sup>	362 61%	377 79% <sup>d</sup>	-	739 100% <sup>f</sup>	590 69%	149 69%	599 66%	83 91% <sup>jl</sup>	39 74%	18 73%
<b>AREA</b>														
Urban	858 80%	488 79%	244 81%	126 84%	472 80%	386 80%	268 80%	590 80%	858 100% <sup>i</sup>	-	730 81% <sup>lm</sup>	83 91% <sup>jl</sup>	32 59%	12 50%
Rural	215 20%	133 21%	58 19%	24 16%	121 20%	94 20%	66 20%	149 20%	-	215 100% <sup>h</sup>	174 19% <sup>k</sup>	8 9%	22 41% <sup>jk</sup>	12 50% <sup>jk</sup>

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base



## Mobile Handset Study (QS0571 - 310501)

Q. Breaks x Breaks  
Base: All adults UK

	Total	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY			
		Married \Living as married (a)	Single (b)	Widow/D ivorced \Separa ted (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	1073	614	274	185	516	557	298	775	849	224	863	94	55	61
Weighted Base	1073	621	303	150	593	480	334	739	858	215	904	91*	54*	24*
<b>COUNTRY</b>														
England	904	527	258	119	504	400	305	599	730	174	904	-	-	-
	84%	85%	85%	80%	85%	83%	91%g	81%	85%	81%	100%klm	-	-	-
Scotland	91	48	26	17	50	42	8	83	83	8	-	91	-	-
	9%	8%	9%	11%	8%	9%	2%	11%f	10%i	4%	-	100%jlm	-	-
Wales	54	30	14	10	28	26	14	39	32	22	-	-	54	-
	5%	5%	5%	7%	5%	5%	4%	5%	4%	10%h	-	-	100%jkm	-
Northern Ireland	24	16	5	3	11	13	7	18	12	12	-	-	-	24
	2%	3%	2%	2%	2%	3%	2%	2%	1%	6%h	-	-	-	100%jkl
<b>GOVERNMENT REGIONS</b>														
North East	42	25	11	6	17	24	15	27	42	-	42	-	-	-
	4%	4%	4%	4%	3%	5%	4%	4%	5%i	-	5%k	-	-	-
North West	114	63	34	18	61	53	39	75	114	-	114	-	-	-
	11%	10%	11%	12%	10%	11%	12%	10%	13%i	-	13%klm	-	-	-
Yorkshire and The Humber	89	50	26	13	41	48	40	49	73	17	89	-	-	-
	8%	8%	9%	8%	7%	10%	12%g	7%	8%	8%	10%klm	-	-	-
East Midlands	76	39	25	12	35	41	28	48	49	27	76	-	-	-
	7%	6%	8%	8%	6%	8%	8%	6%	6%	13%h	8%klm	-	-	-
West Midlands	92	55	24	13	46	46	34	58	73	19	92	-	-	-
	9%	9%	8%	9%	8%	10%	10%	8%	8%	9%	10%klm	-	-	-
East of England	110	69	28	13	66	44	33	77	61	50	110	-	-	-
	10%	11%	9%	9%	11%	9%	10%	10%	7%	23%h	12%klm	-	-	-
London	138	71	55	12	84	55	39	99	138	-	138	-	-	-
	13%	11%	18%ac	8%	14%	11%	12%	13%	16%i	-	15%klm	-	-	-
South East	153	96	33	25	99	54	57	96	142	11	153	-	-	-
	14%	15%	11%	17%	17%e	11%	17%	13%	17%i	5%	17%klm	-	-	-
South West	89	58	21	9	54	34	20	69	39	49	89	-	-	-
	8%	9%	7%	6%	9%	7%	6%	9%	5%	23%h	10%klm	-	-	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base

## Mobile Handset Study (QS0571 - 310501)

**Q. Breaks x Breaks**  
**Base: All adults UK**

	Total	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY			
		Married \Living as married (a)	Single (b)	Widow/D ivorced \Separa ted (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	1073	614	274	185	516	557	298	775	849	224	863	94	55	61
Weighted Base	1073	621	303	150	593	480	334	739	858	215	904	91*	54*	24*
Wales	54 5%	30 5%	14 5%	10 7%	28 5%	26 5%	14 4%	39 5%	32 4%	22 10%h	-	-	54 100%jkm	-
Scotland	91 9%	48 8%	26 9%	17 11%	50 8%	42 9%	8 2%	83 11% <sup>f</sup>	83 10% <sup>i</sup>	8 4%	-	91 100% <sup>jlm</sup>	-	-
Northern Ireland	24 2%	16 3%	5 2%	3 2%	11 2%	13 3%	7 2%	18 2%	12 1%	12 6%h	-	-	-	24 100% <sup>kl</sup>
<b>Q.8 OPERATOR</b>														
EE	241 22%	138 22% <sup>c</sup>	84 28% <sup>c</sup>	19 13%	150 25% <sup>e</sup>	91 19%	84 25%	157 21%	182 21%	59 27%	199 22% <sup>m</sup>	20 22% <sup>m</sup>	21 39% <sup>jkm</sup>	1 4%
O2	193 18%	118 19%	43 14%	33 22%	122 21% <sup>e</sup>	71 15%	61 18%	132 18%	160 19%	33 15%	164 18% <sup>l</sup>	12 13%	2 4%	15 59% <sup>jkl</sup>
Vodafone	149 14%	90 15%	45 15%	14 10%	102 17% <sup>e</sup>	47 10%	49 15%	101 14%	131 15% <sup>i</sup>	19 9%	127 14%	17 19% <sup>m</sup>	4 8%	1 5%
3	109 10%	69 11% <sup>c</sup>	32 11%	8 6%	66 11%	43 9%	48 15% <sup>g</sup>	61 8%	93 11%	17 8%	98 11%	6 7%	3 6%	2 8%
<b>Q.8 OPERATOR INCLUDING MNVOS</b>														
EE	362 34%	212 34% <sup>c</sup>	113 37% <sup>c</sup>	37 25%	216 36%	146 30%	122 37%	240 32%	273 32%	88 41% <sup>h</sup>	309 34% <sup>m</sup>	25 27%	25 47% <sup>km</sup>	3 14%
O2	301 28%	179 29%	76 25%	45 30%	169 29%	132 27%	89 27%	212 29%	235 27%	66 31%	245 27%	28 31%	11 21%	17 70% <sup>jkl</sup>
Vodafone	154 14%	92 15%	48 16%	14 10%	105 18% <sup>e</sup>	49 10%	49 15%	106 14%	136 16% <sup>i</sup>	19 9%	132 15%	17 19% <sup>m</sup>	4 8%	1 5%
3	116 11%	73 12% <sup>c</sup>	34 11%	9 6%	67 11%	49 10%	49 15% <sup>g</sup>	67 9%	100 12%	17 8%	104 12%	6 7%	3 6%	2 8%
<b>Q.11 CURRENT CONTRACT</b>														
Stayed with previous provider	37 3%	25 4%	11 4%	1 1%	24 4%	14 3%	8 2%	29 4%	34 4%	3 1%	31 3%	4 4%	2 4%	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base

**Q. Breaks x Breaks**  
**Base: All adults UK**

	Total	MARITAL STATUS			WORKING STATUS		CHILDREN IN HOUSEHOLD		AREA		COUNTRY			
		Married \Living as married (a)	Single (b)	Widow/D ivorced \Separa ted (c)	Working (d)	Not working (e)	Any (f)	None (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	1073	614	274	185	516	557	298	775	849	224	863	94	55	61
Weighted Base	1073	621	303	150	593	480	334	739	858	215	904	91*	54*	24*
Switched provider	20 2%	15 2%	4 1%	1 1%	11 2%	9 2%	8 2%	12 2%	16 2%	4 2%	19 2%	-	-	1 4% <sup>k</sup>
<b>Q.14 HANDSET LOCKING</b>														
Locked	400 37%	232 37% <sup>c</sup>	125 41% <sup>c</sup>	43 28%	268 45% <sup>e</sup>	131 27%	140 42%	260 35%	320 37%	80 37%	338 37% <sup>m</sup>	35 38% <sup>m</sup>	22 41% <sup>m</sup>	4 18%
Had unlocked	52 5%	35 6%	13 4%	4 3%	32 5%	20 4%	19 6%	33 4%	44 5%	9 4%	45 5%	6 7%	1 1%	-
Never locked	365 34%	228 37% <sup>c</sup>	102 34% <sup>c</sup>	35 23%	210 35%	155 32%	120 36%	244 33%	291 34%	74 34%	309 34%	24 27%	14 27%	17 68% <sup>jkl</sup>

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base

**Q. Breaks x Breaks**  
**Base: All adults UK**

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	1073	39	119	87	71	96	102	128	138	83	55	94	61
Weighted Base	1073	42**	114	89*	76*	92*	110*	138	153	89*	54*	91*	24*
<b>GENDER</b>													
Male	520 48%	19 45%	54 47%	43 48%	38 50%	47 51%	52 47%	76 55%	73 48%	37 41%	24 45%	46 50%	12 50%
Female	553 52%	23 55%	61 53%	46 52%	38 50%	45 49%	58 53%	62 45%	80 52%	52 59%	30 55%	45 50%	12 50%
<b>AGE</b>													
16-24	154 14%	8 20%	22 19%hl	16 17%	13 17%	11 12%	14 13%	27 19%hl	15 10%	10 12%	7 13%	10 11%	1 5%
25-34	216 20%	9 21%	27 23%	21 23%	13 17%	16 18%	23 21%	31 22%	27 17%	16 18%	9 16%	21 24%	4 16%
35-44	164 15%	7 17%	12 11%	12 14%	13 17%	16 17%	17 16%	25 18%	35 23%bijkl	9 11%	5 9%	10 11%	1 6%
45-54	163 15%	3 8%	18 16%	18 20%d	5 7%	18 20%d	27 24%dgh	17 13%	18 12%	11 12%	7 12%	16 17%	6 24%dh
55-64	169 16%	4 11%	14 12%	10 11%	15 20%e	7 7%	15 14%	20 14%	29 19%e	19 22%e	14 26%bce	16 17%e	6 25%bce
65-74	131 12%	5 12%	12 11%	6 7%	10 13%	14 16%	11 10%	11 8%	24 16%	16 18%c	6 11%	10 11%	5 21%cg
75+	76 7%	5 12%	10 8%	7 7%	7 9%	9 10%f	3 3%	7 5%	6 4%	6 7%	7 13%fh	9 10%	1 2%
16-34	370 34%	17 40%	48 42%hl	36 41%hl	26 35%	28 30%	37 33%	57 41%hl	41 27%	27 30%	15 29%	31 34%	5 22%
35+	703 66%	25 60%	66 58%	53 59%	49 65%	64 70%	73 67%	81 59%	112 73%bcg	62 70%	38 71%	60 66%	19 78%bcg
<b>SOCIAL GRADE</b>													
AB	226 21%	8 18%	21 18%	14 16%	13 17%	11 11%	17 16%	43 31%bcefl	32 21%	20 22%	15 28%e	30 33%bcdef	4 15%

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Q. Breaks x Breaks**  
**Base: All adults UK**

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	1073	39	119	87	71	96	102	128	138	83	55	94	61
Weighted Base	1073	42**	114	89*	76*	92*	110*	138	153	89*	54*	91*	24*
C1	311 29%	6 15%	29 26%	23 26%	24 31%	25 27%	36 33%	34 25%	58 38%gl	29 32%	18 34%	23 25%	5 19%
C2	222 21%	14 33%	21 19%	19 22%	14 19%	22 24%	28 25%	21 15%	31 21%	18 20%	10 18%	18 19%	5 22%
DE	315 29%	14 33%	43 38%hjk	33 37%hk	25 33%	35 38%hjk	29 26%	40 29%	32 21%	23 26%	11 20%	20 22%	11 43%fhijk
<b>MARITAL STATUS</b>													
Married/Living as married	621 58%	25 59%	63 55%	50 57%	39 51%	55 60%	69 63%	71 51%	96 63%	58 66%	30 55%	48 53%	16 65%
Single	303 28%	11 27%	34 29%	26 29%	25 33%	24 26%	28 25%	55 40%efhil	33 21%	21 24%	14 26%	26 28%	5 21%
Widow/Divorced/Separated	150 14%	6 14%	18 15%	13 14%	12 15%	13 14%	13 12%	12 8%	25 16%	9 10%	10 19%	17 19%g	3 14%
<b>WORKING STATUS</b>													
Working	593 55%	17 42%	61 54%	41 46%	35 46%	46 50%	66 60%	84 61%c	99 65%cdel	54 61%	28 52%	50 54%	11 46%
Not working	480 45%	24 58%	53 46%	48 54%gh	41 54%h	46 50%h	44 40%	55 39%	54 35%	34 39%	26 48%	42 46%	13 54%h
<b>CHILDREN IN HOUSEHOLD</b>													
Any	334 31%	15 35%	39 34%k	40 45%fgijkl	28 37%k	34 37%ik	33 30%k	39 29%k	57 37%ik	20 22%k	14 26%k	8 9%	7 27%k
None	739 69%	27 65%	75 66%	49 55%	48 63%	58 63%	77 70%c	99 71%c	96 63%	69 78%ceh	39 74%c	83 91%bcdef ghijl	18 73%c
<b>AREA</b>													
Urban	858 80%	42 100%	114 100%cdefhijk l	73 81%dfijl	49 64%i	73 79%dfijl	61 55%	138 100%cdefhijk l	142 93%defijl	39 44%	32 59%	83 91%defij l	12 50%
Rural	215 20%	-	-	17 19%bgh	27 36%bceghk	19 21%bghk	50 45%bceghk	-	11 7%bg	49 56%bcdeghk	22 41%bceghk	8 9%bg	12 50%bceghk

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Q. Breaks x Breaks**  
**Base: All adults UK**

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	1073	39	119	87	71	96	102	128	138	83	55	94	61
Weighted Base	1073	42**	114	89*	76*	92*	110*	138	153	89*	54*	91*	24*
<b>COUNTRY</b>													
England	904 84%	42 100%	114 100%jkl	89 100%jkl	76 100%jkl	92 100%jkl	110 100%jkl	138 100%jkl	153 100%jkl	89 100%jkl	-	-	-
Scotland	91 9%	-	-	-	-	-	-	-	-	-	-	91 100%bcdefg hijl	-
Wales	54 5%	-	-	-	-	-	-	-	-	-	54 100%bcdefghik l	-	-
Northern Ireland	24 2%	-	-	-	-	-	-	-	-	-	-	-	24 100%bcdefgh ijk
<b>GOVERNMENT REGIONS</b>													
North East	42 4%	42 100%	-	-	-	-	-	-	-	-	-	-	-
North West	114 11%	-	114 100%cdefghijk l	-	-	-	-	-	-	-	-	-	-
Yorkshire and The Humber	89 8%	-	-	89 100%bdefghijk l	-	-	-	-	-	-	-	-	-
East Midlands	76 7%	-	-	-	76 100%bcefghijk l	-	-	-	-	-	-	-	-
West Midlands	92 9%	-	-	-	-	92 100%bcdefghijk l	-	-	-	-	-	-	-
East of England	110 10%	-	-	-	-	-	110 100%bcdeghijk l	-	-	-	-	-	-
London	138 13%	-	-	-	-	-	-	138 100%bcdefhijk l	-	-	-	-	-

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Q. Breaks x Breaks**  
**Base: All adults UK**

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	1073	39	119	87	71	96	102	128	138	83	55	94	61
Weighted Base	1073	42**	114	89*	76*	92*	110*	138	153	89*	54*	91*	24*
South East	153 14%	-	-	-	-	-	-	-	153 100%bcdefgijk	-	-	-	-
South West	89 8%	-	-	-	-	-	-	-	-	89 100%bcdefghjk	-	-	-
Wales	54 5%	-	-	-	-	-	-	-	-	-	54 100%bcdefghik	-	-
Scotland	91 9%	-	-	-	-	-	-	-	-	-	-	91 100%bcdefg hijl	-
Northern Ireland	24 2%	-	-	-	-	-	-	-	-	-	-	-	24 100%bcdefgh ijk
<b>Q.8 OPERATOR</b>													
EE	241 22%	9 21%	30 26%hl	22 25%hl	21 27%hl	27 29%hl	27 25%hl	27 19%l	17 11%	20 23%hl	21 39%ghkl	20 22%hl	1 4%
O2	193 18%	4 9%	35 30%cdegijk	15 16%j	5 6%	13 14%	23 21%dj	22 16%j	41 26%deijk	8 9%	2 4%	12 13%	15 59%bcdefgh ijk
Vodafone	149 14%	13 31%	12 11%	5 5%	8 10%	13 15%c	13 12%	20 15%c	28 18%cl	15 17%c	4 8%	17 19%cl	1 5%
3	109 10%	3 8%	3 2%	16 18%bek	9 12%b	4 5%	12 11%b	24 17%bek	17 11%b	10 11%b	3 6%	6 7%	2 8%
<b>Q.8 OPERATOR INCLUDING MNVOS</b>													
EE	362 34%	14 35%	40 35%l	32 36%l	29 39%l	37 40%l	41 37%l	40 29%l	44 29%l	30 34%l	25 47%ghkl	25 27%	3 14%
O2	301 28%	7 16%	42 37%degi	23 26%	15 20%	20 21%	35 31%	30 21%	54 35%deg	20 22%	11 21%	28 31%	17 70%bcdefgh ijk

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Q. Breaks x Breaks**  
**Base: All adults UK**

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)
Unweighted Base	1073	39	119	87	71	96	102	128	138	83	55	94	61
Weighted Base	1073	42**	114	89*	76*	92*	110*	138	153	89*	54*	91*	24*
Vodafone	154 14%	13 31%	12 11%	5 6%	8 10%	13 15%	13 12%	25 18%cl	28 18%cl	15 17%c	4 8%	17 19%cl	1 5%
3	116 11%	4 10%	3 2%	19 21%bejk	9 12%b	5 6%	12 11%b	24 17%bek	17 11%b	11 12%b	3 6%	6 7%	2 8%
<b>Q.11 CURRENT CONTRACT</b>													
Stayed with previous provider	37 3%	1 1%	6 5%	5 5%	2 3%	1 1%	5 5%	3 2%	4 2%	4 5%	2 4%	4 4%	- -
Switched provider	20 2%	- -	* *	5 5%bhk	2 3%	2 2%	2 2%	3 2%	1 *	4 4%	- -	- -	1 4%hk
<b>Q.14 HANDSET LOCKING</b>													
Locked	400 37%	23 56%	39 34%l	33 37%l	26 34%	35 38%l	49 45%gl	40 29%	66 43%gl	27 31%	22 41%l	35 38%l	4 18%
Had unlocked	52 5%	1 1%	4 4%	1 1%	2 2%	6 6%	6 5%	16 11%bcdhjl	6 4%	5 5%	1 1%	6 7%	- -
Never locked	365 34%	11 26%	43 37%e	37 41%e	27 35%e	17 18%	34 31%e	47 34%e	55 36%e	40 45%ek	14 27%	24 27%	17 68%bcdefgh ijk

Fieldwork : 03/01/2018 - 07/01/2018 (Week 01)

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

\* small base; \*\* very small base (under 30) ineligible for sig testing



**Q. Breaks x Breaks**  
**Base: All adults UK**

	Total	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING		
		EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	1073	214	204	135	100	339	316	141	107	31	21	368	49	369
Weighted Base	1073	241	193	149	109	362	301	154	116	37	20	400	52	365
<b>GENDER</b>														
Male	520	115	94	82	48	177	142	84	53	27	7	183	34	191
	48%	48%	49%	55%	44%	49%	47%	54%	45%	72%	37%	46%	65%	52%
Female	553	126	99	67	61	185	159	70	63	10	12	217	18	174
	52%	52%	51%	45%	56%	51%	53%	46%	55%	28%	63%	54%	35%	48%
<b>AGE</b>														
16-24	154	54	23	22	25	62	37	22	25	6	3	72	9	50
	14%	23%	12%	15%	23%	17%	12%	14%	22%	15%	16%	18%	17%	14%
25-34	216	58	45	26	37	75	64	27	39	13	3	93	11	79
	20%	24%	23%	18%	34%	21%	21%	17%	33%	36%	16%	23%	22%	22%
35-44	164	31	37	34	9	49	56	36	10	4	5	62	13	68
	15%	13%	19%	22%	8%	14%	19%	23%	9%	11%	24%	16%	24%	19%
45-54	163	37	30	34	15	61	38	35	15	6	5	72	5	50
	15%	15%	15%	23%	14%	17%	13%	23%	13%	17%	26%	18%	10%	14%
55-64	169	34	31	22	12	55	54	22	12	6	2	54	8	61
	16%	14%	16%	15%	11%	15%	18%	14%	11%	17%	8%	14%	14%	17%
65-74	131	20	19	8	10	40	38	9	13	2	2	35	7	40
	12%	8%	10%	5%	9%	11%	13%	6%	11%	4%	10%	9%	13%	11%
75+	76	7	7	4	*	19	14	4	1	-	-	11	-	15
	7%	3%	4%	2%	*	5%	5%	2%	1%	-	-	3%	-	4%
16-34	370	112	69	48	62	137	101	49	64	19	6	165	20	129
	34%	47%	36%	32%	57%	38%	34%	32%	55%	51%	32%	41%	39%	35%
35+	703	129	125	101	47	225	200	106	52	18	13	234	32	235
	66%	53%	64%	68%	43%	62%	66%	68%	45%	49%	68%	59%	61%	65%
<b>SOCIAL GRADE</b>														
AB	226	63	40	35	24	91	60	35	26	10	5	96	9	82
	21%	26%	21%	23%	22%	25%	20%	23%	22%	28%	28%	24%	18%	23%
C1	311	71	57	44	31	114	87	46	32	17	5	124	14	104
	29%	30%	30%	29%	28%	31%	29%	30%	28%	47%	27%	31%	27%	28%
C2	222	46	40	37	26	74	63	37	27	2	3	95	18	67
	21%	19%	21%	25%	23%	20%	21%	24%	23%	7%	14%	24%	34%	18%

**Q. Breaks x Breaks**  
**Base: All adults UK**

	Total	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING		
		EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	1073	214	204	135	100	339	316	141	107	31	21	368	49	369
Weighted Base	1073	241	193	149	109	362	301	154	116	37	20	400	52	365
DE	315	60	56	33	28	83	90	36	32	7	6	85	11	112
	29%	25%	29%	22%	26%	23%	30%	24%	27%	19%	32%	21%	21%	31%
<b>MARITAL STATUS</b>														
Married/Living as married	621	138	118	90	69	212	179	92	73	25	15	232	35	228
	58%	57%	61%	60%	63%	59%	60%	60%	63%	67%	76%	58%	66%	62%
Single	303	84	43	45	32	113	76	48	34	11	4	125	13	102
	28%	35%	22%	30%	29%	31%	25%	31%	29%	29%	19%	31%	25%	28%
Widow/Divorced/Separated	150	19	33	14	8	37	45	14	9	1	1	43	4	35
	14%	8%	17%	10%	8%	10%	15%	9%	8%	4%	5%	11%	8%	10%
<b>WORKING STATUS</b>														
Working	593	150	122	102	66	216	169	105	67	24	11	268	32	210
	55%	62%	63%	69%	61%	60%	56%	68%	58%	63%	57%	67%	62%	58%
Not working	480	91	71	47	43	146	132	49	49	14	9	131	20	155
	45%	38%	37%	31%	39%	40%	44%	32%	42%	37%	43%	33%	38%	42%
<b>CHILDREN IN HOUSEHOLD</b>														
Any	334	84	61	49	48	122	89	49	49	8	8	140	19	120
	31%	35%	32%	33%	44%	34%	30%	31%	43%	22%	39%	35%	37%	33%
None	739	157	132	101	61	240	212	106	67	29	12	260	33	244
	69%	65%	68%	67%	56%	66%	70%	69%	57%	78%	61%	65%	63%	67%
<b>AREA</b>														
Urban	858	182	160	131	93	273	235	136	100	34	16	320	44	291
	80%	75%	83%	88%	85%	76%	78%	88%	86%	92%	82%	80%	83%	80%
Rural	215	59	33	19	17	88	66	19	17	3	4	80	9	74
	20%	25%	17%	12%	15%	24%	22%	12%	14%	8%	18%	20%	17%	20%
<b>COUNTRY</b>														
England	904	199	164	127	98	309	245	132	104	31	19	338	45	309
	84%	83%	85%	85%	89%	85%	81%	85%	90%	84%	96%	85%	86%	85%
Scotland	91	20	12	17	6	25	28	17	6	4	-	35	6	24
	9%	8%	6%	11%	6%	7%	9%	11%	6%	9%	-	9%	12%	7%
Wales	54	21	2	4	3	25	11	4	3	2	-	22	1	14
	5%	9%	1%	3%	3%	7%	4%	3%	3%	6%	-	6%	1%	4%
Northern Ireland	24	1	15	1	2	3	17	1	2	-	1	4	-	17
	2%	*	8%	1%	2%	1%	6%	1%	2%	-	4%	1%	-	5%

**Q. Breaks x Breaks**  
**Base: All adults UK**

	Total	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING		
		EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	1073	214	204	135	100	339	316	141	107	31	21	368	49	369
Weighted Base	1073	241	193	149	109	362	301	154	116	37	20	400	52	365
<b>GOVERNMENT REGIONS</b>														
North East	42	9	4	13	3	14	7	13	4	1	-	23	1	11
	4%	4%	2%	9%	3%	4%	2%	8%	4%	2%	-	6%	1%	3%
North West	114	30	35	12	3	40	42	12	3	6	*	39	4	43
	11%	12%	18%	8%	2%	11%	14%	8%	2%	16%	2%	10%	8%	12%
Yorkshire and The Humber	89	22	15	5	16	32	23	5	19	5	5	33	1	37
	8%	9%	8%	3%	14%	9%	8%	3%	16%	13%	23%	8%	2%	10%
East Midlands	76	21	5	8	9	29	15	8	9	2	2	26	2	27
	7%	9%	2%	5%	8%	8%	5%	5%	8%	5%	13%	6%	3%	7%
West Midlands	92	27	13	13	4	37	20	13	5	1	2	35	6	17
	9%	11%	7%	9%	4%	10%	7%	9%	5%	4%	11%	9%	11%	5%
East of England	110	27	23	13	12	41	35	13	12	5	2	49	6	34
	10%	11%	12%	9%	11%	11%	12%	8%	10%	15%	10%	12%	11%	9%
London	138	27	22	20	24	40	30	25	24	3	3	40	16	47
	13%	11%	11%	14%	22%	11%	10%	16%	21%	9%	16%	10%	30%	13%
South East	153	17	41	28	17	44	54	28	17	4	1	66	6	55
	14%	7%	21%	19%	15%	12%	18%	18%	15%	10%	3%	16%	11%	15%
South West	89	20	8	15	10	30	20	15	11	4	4	27	5	40
	8%	9%	4%	10%	9%	8%	7%	10%	9%	11%	18%	7%	9%	11%
Wales	54	21	2	4	3	25	11	4	3	2	-	22	1	14
	5%	9%	1%	3%	3%	7%	4%	3%	3%	6%	-	6%	1%	4%
Scotland	91	20	12	17	6	25	28	17	6	4	-	35	6	24
	9%	8%	6%	11%	6%	7%	9%	11%	6%	9%	-	9%	12%	7%
Northern Ireland	24	1	15	1	2	3	17	1	2	-	1	4	-	17
	2%	*	8%	1%	2%	1%	6%	1%	2%	-	4%	1%	-	5%
<b>Q.8 OPERATOR</b>														
EE	241	241	-	-	-	241	-	-	-	10	1	113	13	84
	22%	100%	-	-	-	67%	-	-	-	28%	4%	28%	24%	23%
O2	193	-	193	-	-	-	193	-	-	4	3	83	6	68
	18%	-	100%	-	-	-	64%	-	-	12%	14%	21%	12%	19%
Vodafone	149	-	-	149	-	-	-	149	-	9	5	74	8	40
	14%	-	-	100%	-	-	-	97%	-	24%	23%	18%	15%	11%

**Q. Breaks x Breaks**  
**Base: All adults UK**

	Total	Q.8 OPERATOR				Q.8 OPERATOR INCLUDING MNVOS				Q.11 CURRENT CONTRACT		Q.14 HANDSET LOCKING		
		EE	O2	Vodafone	3	EE	O2	Vodafone	3	Stayed with previous provider	Switched provider	Locked	Had unlocked	Never locked
Unweighted Base	1073	214	204	135	100	339	316	141	107	31	21	368	49	369
Weighted Base	1073	241	193	149	109	362	301	154	116	37	20	400	52	365
3	109	-	-	-	109	-	-	-	109	4	5	44	11	43
	10%	-	-	-	100%	-	-	-	94%	11%	24%	11%	20%	12%
<b>Q.8 OPERATOR INCLUDING MNVOS</b>														
EE	362	241	-	-	-	362	-	-	-	15	6	156	17	140
	34%	100%	-	-	-	100%	-	-	-	40%	31%	39%	32%	38%
O2	301	-	193	-	-	-	301	-	-	8	3	118	13	115
	28%	-	100%	-	-	-	100%	-	-	21%	14%	30%	24%	32%
Vodafone	154	-	-	149	-	-	-	154	-	9	6	75	10	43
	14%	-	-	100%	-	-	-	100%	-	25%	31%	19%	18%	12%
3	116	-	-	-	109	-	-	-	116	4	5	45	11	48
	11%	-	-	-	100%	-	-	-	100%	11%	24%	11%	20%	13%
<b>Q.11 CURRENT CONTRACT</b>														
Stayed with previous provider	37	10	4	9	4	15	8	9	4	37	-	11	5	17
	3%	4%	2%	6%	4%	4%	3%	6%	4%	100%	-	3%	9%	5%
Switched provider	20	1	3	5	5	6	3	6	5	-	20	7	3	9
	2%	*	1%	3%	4%	2%	1%	4%	4%	-	100%	2%	5%	2%
<b>Q.14 HANDSET LOCKING</b>														
Locked	400	113	83	74	44	156	118	75	45	11	7	400	-	-
	37%	47%	43%	49%	40%	43%	39%	48%	39%	30%	33%	100%	-	-
Had unlocked	52	13	6	8	11	17	13	10	11	5	3	-	52	-
	5%	5%	3%	5%	10%	5%	4%	6%	9%	13%	14%	-	100%	-
Never locked	365	84	68	40	43	140	115	43	48	17	9	-	-	365
	34%	35%	35%	27%	39%	39%	38%	28%	41%	46%	45%	-	-	100%