

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

URBANITY .....	1
Base : All respondents	
QS1a/b. Which of these services do you or does your household have? .....	2
Base : All respondents	
QS2. Which, if any, of these services are you primarily or jointly RESPONSIBLE FOR - in terms of deciding which supplier or network to use? .....	3
Base : All respondents	
QS5. Can I just check, in terms of your home internet service, which of these types of internet access does your household have at the moment? Is it.....	4
Base : Those responsible for household broadband service	
QS5A. And which of these is your MAIN method of connection? .....	6
Base : Those responsible for household broadband service	
SERVICES IN THE HOUSEHOLD THAT RESPONDENT IS RESPONSIBLE FOR.....	7
Base : All respondents	
QS6. Do you receive any of these services as a bundle or package from the SAME supplier? Is this ONE package or bundle, or more than one? IF MORE THAN ONE - Could you just tell me which services are in the package you consider to the MAIN one, or the one your household spends the most on? .....	8
Base : All respondents	
SINGLE SERVICES THAT THE RESPONDENT IS RESPONSIBLE FOR.....	9
Base : All respondents	
QS7a. Do you receive a discount or special deal for subscribing to the package of services? IF RESPONDENT IS UNSURE, CHECK - Do you think you pay less than you would if you had the services individually? .....	10
Base : Those responsible for household package of services	
QS8a. Do you receive one bill for this bundle of services, or more than one bill? .....	11
Base : Those responsible for household package of services	
SERVICES COVERED IN BUNDLE.....	12
Base : Those responsible for household package of services	
QL1. I'd like to talk with you about your home landline service - as opposed to a mobile phone you or others in your household might use. Firstly, do you use the SAME company or DIFFERENT companies for your home phone line RENTAL and the home phone CALLS that are made?.....	14
Base : Those responsible for the household's landline service, not in a bundle of services	
QL1a. Can I check who pays the bills for your home landline service, is it.....	16
Base : Those responsible for the household's landline service, not in a bundle of services	
QL2c. Which supplier do you use for your home landline service?.....	18
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
QL2d. Approximately how much would you estimate the TOTAL quarterly bill is for your home landline phone service? Please include the cost of calls, line and equipment rental and VAT.....	22
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
QL2e. Do you have a contract with (LANDLINE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out? .....	26
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
QL3. How long has (LANDLINE PROVIDER) been providing your home landline service? .....	28
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
QL5. How satisfied are you with the OVERALL SERVICE PROVIDED by (LANDLINE PROVIDER)? Would you say you are.....	30
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

QL5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (LANDLINE PROVIDER)? Would you say you are.....	32
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
QL5b. And how satisfied are you with the RELIABILITY of your service from (LANDLINE PROVIDER)? Would you say you are.....	34
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
QL7. Have you or your household ever CHANGED the company that provides your home landline service? IF NECESSARY - This would include changing from one supplier for your whole service to using two suppliers - one for calls and one for line rental IF YES - When did you most recently change supplier for your home landline service? .....	36
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
NQL7a. Did you make this change of provider for your landline service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently.....	38
Base : Those who have ever changed their landline supplier	
NQL7b. Could you have CHOSEN to stay with your previous supplier when you moved?.....	40
Base : Those who have changed their landline supplier in the last 12 months at the same time as moving home	
NQL7c. Which provider did you use for your home landline service before switching to (LANDLINE PROVIDER)? .....	42
Base : Those who have changed their landline supplier in the last 12 months	
NQL7d. Which one of these best describes how you switched from (PREVIOUS LANDLINE PROVIDER) to (LANDLINE PROVIDER) for your home landline service? .....	44
Base : Those who have changed their landline supplier in the last 12 months	
QL7da. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider? .....	46
Base : Those who have changed their landline supplier in the last 12 months	
QL7db. And did you have to pay an early termination or cancellation charge to (PREVIOUS LANDLINE PROVIDER) in order to leave your contract with them?.....	48
Base : Those who have changed their landline supplier in the last 12 months	
NQL7e. Did you receive any OTHER services from (PREVIOUS LANDLINE PROVIDER) as well as your landline service at the time you switched to (LANDLINE PROVIDER)? IF YES: Which other services did you receive from (PREVIOUS LANDLINE PROVIDER)? .....	50
Base : Those who have changed their landline supplier in the last 12 months	
NQL7f. You said you received (SERVICES AT NQL7E) from (PREVIOUS LANDLINE PROVIDER). Did you get these services as a package/ bundle or separate services?.....	52
Base : Those who received other services from their previous landline supplier at the time they switched	
QL7b. How easy or difficult was it/ do you think it would be to change the supplier of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	54
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
QL7b. How easy or difficult was it/ do you think it would be to change the supplier of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	56
Base : Those who have never changed their landline supplier	
QL7bb. What was difficult? .....	58
Base : Those who have changed their landline supplier in the last 12 months and found it difficult	
QL7ca. Thinking about when you switched your landline service, did you experience any difficulties with any of the following?.....	60
Base : Those who have changed their landline supplier in the last 12 months	
QL8. What is your current thinking regarding changing the company that provides your home landline service? Are you.....	66
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
QL9a. Have you considered changing the company that provides your home landline service? IF NECESSARY - This would include changing from one supplier for your whole service to using two suppliers - one for calls and one for line rental IF YES - When did you most recently consider changing supplier for your home landline service? .....	68
Base : Those who have not changed landline service supplier in the last 12 months and who are not actively looking for a new landline service supplier at the moment	
QL9b. And did you actively START LOOKING for an alternative landline service supplier?.....	70
Base : Those who have considered changing their landline service supplier in the last 12 months	

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

QL10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different landline supplier? .....	72
Base : Those who have considered changing their landline service supplier in the last 12 months	
QL10b. Did you - or someone else in your household - contact your landline provider to tell them you wanted to stop using their service? .....	80
Base : Those who have considered changing their landline service supplier in the last 12 months	
QL10c. Did you - or someone else in your household - contact a potential new landline provider to tell them you wanted to start using their service? .....	82
Base : Those who have considered changing their landline service supplier in the last 12 months	
QL10ca. Which one of these describes your situation now in terms of your landline service? .....	84
Base : Those who have considered changing their landline service supplier in the last 12 months	
LANDLINE - SUMMARY OF BEHAVIOUR.....	86
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS .....	88
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
LANDLINE - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS .....	90
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
QL18. In the last two years have you seen a better deal with a different landline supplier and asked your current supplier to match this (this includes negotiating a better tariff or package)? IF YES - Which of the following best describes what happened? .....	92
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
QL19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (LANDLINE PROVIDER)? They are the best provider on the market. Do you.....	94
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
QL21. If you were looking for advice or information on different options and suppliers for making calls from your landline, where would you turn to for trusted information? .....	96
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
QL22. How easy or difficult do you think it is to make COST comparisons between landline suppliers? .....	102
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
QL22. How easy or difficult do you think it is to make COST comparisons between landline suppliers? .....	104
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
QM1. I'd like to talk with you about your service for the mobile phone that you have and use the most. We're interested in the NETWORK that you pay for the calls you make or the texts you send rather than the phone handset itself. Firstly, can I check who pays the bills for your mobile phone, is it.....	106
Base : Those with a mobile phone, not in a bundle of services	
QM1a. How many mobile phones with different telephone numbers do you use at least once a month? Please include any phones used for work or other purposes. ....	108
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
QM2. Which mobile phone network do you use most often? .....	110
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
QM2a. Which of these best describes the (MAIN) mobile phone package you use? .....	112
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
QM2aa. When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? SINGLE CODE .....	114
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household and have a monthly contract/ postpay mobile phone package	
QM2b. How long has (MOBILE PHONE NETWORK) been providing your mobile phone network? .....	116
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
QM3a. Approximately how much do you spend each month on your main mobile phone network? IF NECESSARY - Please include the cost of VAT, calls, line rental, text and photo messaging, and internet-type services. ....	118
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

QM3b. Do you have a contract with (MOBILE PHONE NETWORK) which ties you to their service for a period of time? IF YES - When does your current contract run out? .....	120
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household and have a monthly contract/ postpay mobile phone package	
QM5. How satisfied are you with the OVERALL SERVICE PROVIDED by (MOBILE PHONE NETWORK)? Would you say you are.....	122
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
QM5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (MOBILE PHONE NETWORK)? Would you say you are.....	124
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
QM5b. And how satisfied are you with the RECEPTION or EASE OF ACCESSING the (MOBILE PHONE NETWORK) network? Would you say you are.....	126
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
QM7. Have you ever CHANGED your mobile phone network supplier? IF NECESSARY - Not the phone handset, but the company you pay for the calls you make? IF YES - When did you most recently change mobile phone network?.....	128
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
NQM7c. Which provider did you use for your mobile service before switching to (MOBILE PHONE NETWORK)? .....	130
Base : Those who have changed their mobile phone network supplier in the last 12 months	
NQM7d. Which one of these best describes how you switched from (PREVIOUS MOBILE PHONE NETWORK) to (MOBILE PHONE NETWORK) for your mobile service? .....	132
Base : Those who have changed their mobile phone network supplier in the last 12 months	
NQM7da. Did you keep your mobile phone number when you switched to another network? .....	136
Base : Those who have changed their mobile phone network supplier in the last 12 months	
QM7da. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider? .....	138
Base : Those who have changed their mobile phone network supplier in the last 12 months	
QM7db. And did you have to pay an early termination or cancellation charge to (PREVIOUS MOBILE PHONE NETWORK) in order to leave your contract with them? .....	140
Base : Those who have changed their mobile phone network supplier in the last 12 months	
NQM7e. Did you receive any OTHER services from (PREVIOUS MOBILE PHONE NETWORK) as well as your mobile service at the time you switched to (MOBILE PHONE NETWORK)? IF YES - Which other services did you receive from (PREVIOUS MOBILE PHONE NETWORK)? .....	142
Base : Those who have changed their mobile phone network supplier in the last 12 months	
NQM7f. You said you received (SERVICES AT NQM7E) from (PREVIOUS MOBILE PHONE NETWORK). Did you get these services as a package/ bundle or separate services? .....	144
Base : Those who received other services from their previous mobile phone network supplier at the time they switched	
QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone network supplier? IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	146
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone network supplier? IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	148
Base : Those who have never changed their mobile phone network supplier	
QM7bb. What was difficult? .....	150
Base : Those who have changed their mobile phone network supplier in the last 12 months and found it difficult	
QM7ca. Thinking about when you switched your mobile service, did you experience any difficulties with any of the following?.....	154
Base : Those who have changed their mobile phone network supplier in the last 12 months	
QM8. What is your current thinking regarding changing the company that provides your mobile phone network? Are you.....	160
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
QM9a. Have you considered changing mobile phone network? IF NECESSARY - Not the phone handset, but the company you pay for the calls you make? IF YES - When did you most recently consider changing mobile phone network?.....	162
Base : Those who have not changed mobile phone network in the last 12 months and who are not actively looking for a new mobile phone network at the moment	
QM9b. And did you actively START LOOKING for an alternative mobile phone network? .....	164
Base : Those who have considered changing their mobile phone network in the last 12 months	

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

QM10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different mobile phone network?.....	166
Base : Those who have considered changing their mobile phone network in the last 12 months	
QM10b. Did you - or someone else in your household - contact your mobile network provider to tell them you wanted to stop using their service?.....	176
Base : Those who have considered changing their mobile phone network in the last 12 months	
QM10c. Did you - or someone else in your household - contact a potential new mobile network provider to tell them you wanted to start using their service? .....	178
Base : Those who have considered changing their mobile phone network in the last 12 months	
QM10ca. Which one of these describes your situation now in terms of your mobile phone service? .....	180
Base : Those who have considered changing their mobile phone network in the last 12 months	
MOBILE PHONE - SUMMARY OF BEHAVIOUR.....	182
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
MOBILE PHONE - OVERALL SWITCHING LEVELS AND DROP OUT .....	184
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
QM18. In the last two years have you seen a better deal with a different mobile phone network and asked your current supplier to match this? IF YES - Which of the following best describes what happened? .....	186
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
QM19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (MOBILE PHONE NETWORK)? They are the best provider on the market. Do you.....	188
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
QM21. If you were looking for advice or information on mobile phone technology, services and suppliers, where would you turn to for trusted information? .....	190
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
QM22. How easy or difficult do you think it is to make COST comparisons between mobile phone suppliers?.....	196
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
QM22. How easy or difficult do you think it is to make COST comparisons between mobile phone suppliers?.....	198
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
QM24. And how easy or difficult do you think it is to make COVERAGE (network availability and signal strength) comparisons between mobile phone suppliers?.....	200
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
QI1. I'd like to talk with you about your home fixed/ mobile broadband service. Firstly, can I check who pays the bills for your home fixed/ mobile broadband service, is it.....	202
Base : Those with fixed/ mobile broadband access, not in a bundle of services	
QS5. Can I just check, in terms of your home internet service, which of these types of internet access does your household have at the moment? Is it.....	204
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QS5A. And which of these is your MAIN method of connection? .....	206
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QI2. Which home fixed/ mobile broadband internet service provider does your household currently use as its MAIN supplier at home? .....	208
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QI3. How long has (BROADBAND PROVIDER) been providing your home home fixed/ mobile broadband service? .....	212
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QI3a. How long ago did you first get a home fixed/ mobile broadband internet connection in your home?.....	214
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QI3b. Do you have a monthly download allowance from (BROADBAND PROVIDER) or unlimited downloads?.....	216
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QI3c. Approximately how much would you estimate your household pays each month for your home fixed/ mobile broadband service at home? IF NECESSARY - Please include any internet phone charges on your bill and any subscription you pay for your internet	

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

service.....	218
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
Q13d. Do you have a contract with (BROADBAND PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out? .....	220
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
Q15. How satisfied are you with the OVERALL SERVICE PROVIDED by (BROADBAND PROVIDER)? Would you say you are.....	222
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
Q15. How satisfied are you with the OVERALL SERVICE PROVIDED by (BROADBAND PROVIDER)? Would you say you are.....	224
Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household	
Q15a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (BROADBAND PROVIDER)? Would you say you are.....	226
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
Q15a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (BROADBAND PROVIDER)? Would you say you are.....	228
Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household	
Q15b. And how satisfied are you with the RELIABILITY of your service from (BROADBAND PROVIDER)? Would you say you are.....	230
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
Q15b. And how satisfied are you with the RELIABILITY of your service from (BROADBAND PROVIDER)? Would you say you are.....	232
Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household	
Q15c. And how satisfied are you with the SPEED OF SERVICE while online (not just the connection)? Would you say you are.....	234
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
Q15c. And how satisfied are you with the SPEED OF SERVICE while online (not just the connection)? Would you say you are.....	236
Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household	
Q17. Have you or your household ever CHANGED your internet service provider? IF YES - When did you most recently change your internet service provider? .....	238
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
NQ17a. Did you make this change of provider for your home fixed/ mobile broadband service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the internet service you changed most recently.....	240
Base : Those who have ever changed their internet service provider	
NQ17b. Could you have CHOSEN to stay with your previous supplier when you moved?.....	242
Base : Those who have changed their internet service provider in the last 12 months at the same time as moving home	
NQ17c. Which provider did you use for your internet service before switching to (BROADBAND PROVIDER)? .....	244
Base : Those who have changed their internet service provider in the last 12 months	
NQ17d. Which one of these best describes how you switched from (PREVIOUS BROADBAND PROVIDER) to (BROADBAND PROVIDER) for your internet service? .....	246
Base : Those who have changed their internet service provider in the last 12 months	
NQ17da. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?.....	248
Base : Those who have changed their internet service provider in the last 12 months	
NQ17db. And did you have to pay an early termination or cancellation charge to (PREVIOUS BROADBAND PROVIDER) in order to leave your contract with them? .....	250
Base : Those who have changed their internet service provider in the last 12 months	
NQ17e. Did you receive any OTHER services from (PREVIOUS BROADBAND PROVIDER) as well as your internet service at the time you switched to (BROADBAND PROVIDER)? IF YES: Which other services did you receive from (PREVIOUS BROADBAND PROVIDER)? .....	252
Base : Those who have changed their internet service provider in the last 12 months	
NQ17f. You said you received (SERVICES AT NQ17E) from (PREVIOUS BROADBAND PROVIDER). Did you get these services as a package/ bundle or separate services?.....	254
Base : Those who received other services from their previous internet service provider at the time they switched	

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

Q17a. And was your previous internet service.....	256
Base : Those who have changed their internet service provider in the last 12 months	
Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.....	258
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.....	260
Base : Those who have never changed their internet service provider	
Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.....	262
Base : Those with fixed broadband access who have never changed their internet service provider	
Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.....	264
Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household	
Q17da. Thinking about when you switched your internet service, did you experience any difficulties with any of the following? .....	266
Base : Those who have changed their internet service provider in the last 12 months	
Q18. What is your current thinking regarding changing the company that provides your home home fixed/ mobile broadband internet service? Are you.....	270
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
Q19a. Have you considered changing home fixed/ mobile broadband internet service provider? IF YES - When did you most recently consider changing home fixed/ mobile broadband internet service provider? .....	272
Base : Those who have not changed internet service provider in the last 12 months and who are not actively looking for a new internet service provider at the moment	
Q19b. And did you actively START LOOKING for an alternative home fixed/ mobile broadband internet service provider?.....	274
Base : Those who have considered changing their internet service provider in the last 12 months	
Q110A. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different home fixed/ mobile broadband internet service provider? .....	276
Base : Those who have considered changing their internet service provider in the last 12 months	
Q110b. Did you - or someone else in your household - contact your internet service provider to tell them you wanted to stop using their service?.....	284
Base : Those who have considered changing their internet service provider in the last 12 months	
Q110c. Did you - or someone else in your household - contact a potential new internet service provider to tell them you wanted to start using their service? .....	286
Base : Those who have considered changing their internet service provider in the last 12 months	
Q110ca. Which one of these describes your situation now in terms of your internet service?.....	288
Base : Those who have considered changing their internet service provider in the last 12 months	
INTERNET - SUMMARY OF BEHAVIOUR .....	290
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
INTERNET - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS.....	292
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
INTERNET - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS.....	294
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
INTERNET - SUMMARY OF BEHAVIOUR .....	296
Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household	
INTERNET - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS.....	298
Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household	
INTERNET - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS.....	300
Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household	

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

QI18. In the last two years have you seen a better deal with a different home fixed/ mobile broadband internet service provider and asked your current supplier to match this? IF YES Which of the following best describes what happened? .....	302
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QI19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (BROADBAND PROVIDER)? They are the best provider on the market. Do you... ..	304
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QI21. If you were looking for advice or information on ways of connecting to the internet, where would you turn to for trusted information? .....	306
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QI22. How easy or difficult do you think it is to make COST comparisons between different home internet service providers? .....	312
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QI22. How easy or difficult do you think it is to make COST comparisons between different home internet service providers? .....	314
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QI22. How easy or difficult do you think it is to make COST comparisons between different home internet service providers? .....	316
Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household	
QI25. And how easy or difficult do you think it is to make BROADBAND SPEED comparisons between different home home fixed/ mobile broadband service providers? .....	318
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QMI1. I'd like to talk with you about your mobile broadband service. Firstly, can I check who pays the bills for your mobile broadband service, is it.....	320
Base : Those with mobile broadband access, not in a bundle of services	
QMI2. Which mobile broadband service provider does your household currently use as its MAIN supplier?.....	322
Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QMI3. How long has (MOBILE BROADBAND PROVIDER) been providing your mobile broadband service?.....	324
Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QMI3d. Do you have a contract with (MOBILE BROADBAND PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out? .....	326
Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QMI5. How satisfied are you with the OVERALL SERVICE PROVIDED by (MOBILE BROADBAND PROVIDER)? Would you say you are.....	328
Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QMI5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (MOBILE BROADBAND PROVIDER)? Would you say you are.....	330
Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QMI5b. And how satisfied are you with the RELIABILITY of your service from (MOBILE BROADBAND PROVIDER)? Would you say you are.....	332
Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QMI5c. And how satisfied are you with the SPEED OF SERVICE while online (not just the connection)? Would you say you are.....	334
Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household	
QMI7. Have you or your household ever CHANGED your mobile broadband service provider? IF YES - When did you most recently change your mobile broadband service provider? .....	336
Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household	
NQMI7a. Did you make this change of provider for your mobile broadband at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the mobile service you changed most recently .....	338
Base : Those who have ever changed their mobile broadband provider	
NQMI7c. Which provider did you use for your mobile broadband service before switching to (MOBILE BROADBAND PROVIDER)? .....	340
Base : Those who have changed their mobile broadband provider in the last 12 months	
NQMI7e. Did you receive any OTHER services from (PREVIOUS MOBILE BROADBAND PROVIDER) as well as your mobile broadband service at the time you switched to (MOBILE BROADBAND PROVIDER)? IF YES - Which other services did you receive from (PREVIOUS MOBILE BROADBAND PROVIDER)? .....	342
Base : Those who have changed their mobile broadband provider in the last 12 months	



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

QT1. I'd like to talk with you about your television service - so the service that provides additional channels beyond just channels 1-5. Firstly, can I check who pays the bills for your TV service, is it.....	344
Base : Those with Pay TV, not in a bundle of services	
QS4a. Which of these TYPES of TV service does your household receive at the moment for your MAIN TV set? .....	346
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
QS4b. Which company provides your TV service/ the additional channels you pay to receive on Freeview?.....	348
Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household	
QT3. How long has (TV SERVICE PROVIDER) been providing your home television service? .....	350
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
QT3a. Approximately how much would you estimate your household spends each month for your multi-channel TV service? IF NECESSARY - Please include all programme subscriptions and any other TV services such as pay to view, BUT please EXCLUDE any installation, internet or landline phone costs.....	352
Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household	
QT3b. Do you have a contract with (TV SERVICE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out? .....	357
Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household	
QT5. How satisfied are you with the OVERALL SERVICE PROVIDED by (TV SERVICE PROVIDER)? Would you say you are.....	359
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
QT5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (TV SERVICE PROVIDER)? Would you say you are.....	361
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
QT5b. And how satisfied are you with the RELIABILITY of your service from (TV SERVICE PROVIDER)? Would you say you are.....	363
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
QT7. Have you or your household ever CHANGED the company that provides your MAIN television service? IF YES - When did you most recently change supplier for your TV service?.....	365
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
NQT7a. Did you make this change of provider for your television service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the TV service you changed most recently.....	367
Base : Those who have ever changed TV service provider	
NQT7b. Could you have CHOSEN to stay with your previous supplier when you moved? .....	369
Base : Those who have changed their TV service provider in the last 12 months at the same time as moving home	
NQT7c. Which provider did you use for your TV service before switching to (TV SERVICE PROVIDER)? .....	371
Base : Those who have changed their TV service provider in the last 12 months	
NQT7da. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider? .....	373
Base : Those who have changed their TV service provider in the last 12 months	
QT7db. And did you have to pay an early termination or cancellation charge to (PREVIOUS TV SERVICE PROVIDER) in order to leave your contract with them? .....	375
Base : Those who have changed their TV service provider in the last 12 months	
NQT7d. Did you receive any OTHER services from (PREVIOUS TV SERVICE PROVIDER) as well as your TV service at the time you switched to (TV SERVICE PROVIDER)? IF YES - Which other services did you receive from (PREVIOUS TV SERVICE PROVIDER)? .....	377
Base : Those who have changed their TV service provider in the last 12 months	
NQT7f. You said you received (SERVICES AT NQT7D) from (PREVIOUS TV SERVICE PROVIDER). Did you get these services as a package/ bundle or separate services?.....	379
Base : Those who received other services from their previous TV service provider at the time they switched	
QT7a. And was your previous MAIN television service.....	381
Base : Those who have changed their TV service provider in the last 12 months	

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

QT7c. How easy or difficult was it/ do you think it would be to change the supplier of your main multi-channel TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	383
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
QT7c. How easy or difficult was it/ do you think it would be to change the supplier of your main multi-channel TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	385
Base : Those who have never changed TV service provider	
QT7cb. What was difficult? .....	387
Base : Those who have changed their TV service provider in the last 12 months and found it difficult	
QT7da. Thinking about when you switched your TV service, did you experience any difficulties with any of the following? .....	389
Base : Those who have changed their TV service provider in the last 12 months	
QT8. What is your current thinking regarding changing the company that provides your television service? Are you.....	393
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
QT9a. Have you considered changing the company that provides your television service? IF YES - When did you most recently consider changing supplier for your TV service? .....	395
Base : Those who have not changed TV service provider in the last 12 months and who are not actively looking for a new TV service provider at the moment	
QT9b. And did you actively START LOOKING for an alternative TV service supplier? .....	397
Base : Those who have considered changing their TV service provider in the last 12 months	
QT10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different TV service supplier? .....	399
Base : Those who have considered changing their TV service provider in the last 12 months	
QT10b. Did you - or someone else in your household - contact your TV service provider to tell them you wanted to stop using their service? .....	407
Base : Those who have considered changing their TV service provider in the last 12 months	
QT10c. Did you - or someone else in your household - contact a potential new TV service provider to tell them you wanted to start using their service? .....	409
Base : Those who have considered changing their TV service provider in the last 12 months	
QT10ca. Which one of these describes your situation now in terms of your TV service? .....	411
Base : Those who have considered changing their TV service provider in the last 12 months	
TV SERVICE - SUMMARY OF BEHAVIOUR.....	413
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
TV SERVICE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS .....	415
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
TV SERVICE - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS .....	417
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
QT18. In the last two years have you seen a better deal with a different TV service supplier and asked your current supplier to match this? IF YES - Which of the following best describes what happened? .....	419
Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household	
QT19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (TV SERVICE PROVIDER)? They are the best provider on the market. Do you... ..	421
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
QT21. If you were looking for advice or information on ways of receiving TV channels, where would you turn to for trusted information?.....	423
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
QT22. How easy or difficult do you think it is to make COST comparisons between multi-channel TV suppliers? .....	429
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
QT22. How easy or difficult do you think it is to make COST comparisons between multi-channel TV suppliers? .....	431
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

QT24. And how easy or difficult do you think it is to make comparisons about CHOICE OF CHANNELS between multi-channel TV suppliers? .....	433
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
QB1. I'd like to talk with you about the package or bundle of services that you have including your (SERVICES IN PACKAGE). Can I check, who pays the bills for your package, is it... ..	435
Base : Those with a bundle of services	
QB2. Which supplier do you use for your package? .....	438
Base : Those with a bundle of services, where the bill is paid within the household	
QB3. How long has (PACKAGE SERVICE PROVIDER) been providing this package of services? .....	444
Base : Those with a bundle of services, where the bill is paid within the household	
QB3b. Approximately how much is your average monthly bill for your package of services? IF NECESSARY - Please include all charges such as a monthly subscription or rental charge, call charges, and any programme subscription or pay to view charges. ....	448
Base : Those with a bundle of services, where the bill is paid within the household	
QB3b. Approximately how much is your average monthly bill for your package of services? IF NECESSARY - Please include all charges such as a monthly subscription or rental charge, call charges, and any programme subscription or pay to view charges. ....	451
Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household	
QB3c. Do you have a contract with (PACKAGE SERVICE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out? .....	454
Base : Those with a bundle of services, where the bill is paid within the household	
QB3a. Before you had this package of services with (PACKAGE SERVICE PROVIDER) did you already have any of the individual services covered by the package with (PACKAGE SERVICE PROVIDER)? .....	457
Base : Those with a bundle of services, where the bill is paid within the household	
QB3d. When you purchased the package of services with (PACKAGE SERVICE PROVIDER) would you say that you were interested in ALL of the services you have in this package, or were there any services that you were particularly interested in? .....	461
Base : Those with a bundle of services, where the bill is paid within the household	
QB3e. Is there one service in your package which you particularly wanted to use (PACKAGE SERVICE PROVIDER) for? SINGLE CODE .....	464
Base : Those with a bundle of services, where the bill is paid within the household	
QB5. How satisfied are you with the OVERALL SERVICE PROVIDED by (PACKAGE SERVICE PROVIDER)? Would you say you are.....	467
Base : Those with a bundle of services, where the bill is paid within the household	
QB5. How satisfied are you with the OVERALL SERVICE PROVIDED by (PACKAGE SERVICE PROVIDER)? Would you say you are.....	470
Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household	
QB5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (PACKAGE SERVICE PROVIDER)? Would you say you are.....	473
Base : Those with a bundle of services, where the bill is paid within the household	
QB5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (PACKAGE SERVICE PROVIDER)? Would you say you are.....	476
Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household	
QB5b. And how satisfied are you with the RELIABILITY of your service from (PACKAGE SERVICE PROVIDER)? Would you say you are.....	479
Base : Those with a bundle of services, where the bill is paid within the household	
QB5b. And how satisfied are you with the RELIABILITY of your service from (PACKAGE SERVICE PROVIDER)? Would you say you are.....	482
Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household	
QB7aa. Have you or your household ever used a different provider for all or some of the services in your current package? Which did you change most recently? .....	485
Base : Those with a bundle of services, where the bill is paid within the household	
QB7aa. Have you or your household ever used a different provider for all or some of the services in your current package? Which did you change most recently? .....	488
Base : Those with a bundle of services, where the bill is paid within the household	
QB7aa. Have you or your household ever used a different provider for all or some of the services in your current package? Which did you change most recently? .....	489
Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household	

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

QB7aa. Have you or your household ever used a different provider for all or some of the services in your current package? Which did you change most recently? .....	492
Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household	
QB7ab. When did you most recently change supplier for your package of services/ this service? .....	493
Base : Those who have ever changed their bundle service provider	
QB7ab. When did you most recently change supplier for your package of services/ this service? .....	496
Base : Those who have ever changed their DISCOUNTED bundle service provider	
BUNDLE SERVICES SWITCHED IN THE LAST 12 MONTHS .....	499
Base : Those who have changed provider for their whole package of services/ any of the services in their package in the last 12 months	
NQB7a. Did you make this change of provider for your package of services at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the package of services you changed most recently .....	502
Base : Those who have ever changed their bundle service provider	
NQB7a. Did you make this change of provider for your package of services at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the package of services you changed most recently .....	505
Base : Those who have ever changed their DISCOUNTED bundle service provider	
NQB7b. Could you have CHOSEN to stay with your previous supplier when you moved? .....	508
Base : Those who have changed their bundle service provider in the last 12 months at the same time as moving home	
NQB7ca. Which provider did you use for your landline service before switching to (PACKAGE SERVICE PROVIDER)? .....	511
Base : Those who have changed provider for the landline service in their bundle in the last 12 months	
NQB7cb. Which one of these best describes how you switched from (PREVIOUS LANDLINE PROVIDER) to (PACKAGE SERVICE PROVIDER) for your landline service? .....	514
Base : Those who have changed provider for the landline service in their bundle in the last 12 months	
NQB7da. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider? .....	517
Base : Those who have changed provider for the landline service in their bundle in the last 12 months	
NQB7db. And did you have to pay an early termination or cancellation charge to (PREVIOUS LANDLINE PROVIDER) in order to leave your contract with them? .....	520
Base : Those who have changed provider for the landline service in their bundle in the last 12 months	
NQB7cc. Which provider did you use for your mobile service before switching to (PACKAGE SERVICE PROVIDER)? .....	523
Base : Those who have changed provider for the mobile service in their bundle in the last 12 months	
NQB7cd. Which one of these best describes how you switched from (PREVIOUS MOBILE NETWORK) to (PACKAGE SERVICE PROVIDER) for your mobile service? .....	526
Base : Those who have changed provider for the mobile service in their bundle in the last 12 months	
QB7ce. Did you keep your mobile phone number when you switched to another network? .....	529
Base : Those who have changed provider for the mobile service in their bundle in the last 12 months	
QB7cfa. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider? .....	532
Base : Those who have changed provider for the mobile service in their bundle in the last 12 months	
QB7cfb. And did you have to pay an early termination or cancellation charge to (PREVIOUS MOBILE NETWORK) in order to leave your contract with them? .....	535
Base : Those who have changed provider for the mobile service in their bundle in the last 12 months	
NQB7ce. Which provider did you use for your fixed broadband service before switching to (PACKAGE SERVICE PROVIDER)? .....	538
Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months	
NQB7cf. Which one of these best describes how you switched from (PREVIOUS FIXED BROADBAND PROVIDER) to (PACKAGE SERVICE PROVIDER) for your internet service? .....	544
Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months	
QB7cga. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider? .....	547
Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months	

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

QB7cgb. And did you have to pay an early termination or cancellation charge to (PREVIOUS FIXED BROADBAND PROVIDER) in order to leave your contract with them? .....	550
Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months	
NQB7cg. Which provider did you use for your TV service before switching to (PACKAGE SERVICE PROVIDER)? .....	553
Base : Those who have changed provider for the TV service in their bundle in the last 12 months	
QB7ch. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider? .....	556
Base : Those who have changed provider for the TV service in their bundle in the last 12 months	
QB7ci. And did you have to pay an early termination or cancellation charge to (PREVIOUS TV SERVICE PROVIDER) in order to leave your contract with them? .....	559
Base : Those who have changed provider for the TV service in their bundle in the last 12 months	
NQB7F. Which provider did you use for your whole package of services before switching to (PACKAGE SERVICE PROVIDER)? .....	562
Base : Those who have changed provider for their whole package of services in the last 12 months	
QB7fa. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider? .....	565
Base : Those who have changed provider for their whole package of services in the last 12 months	
QB7fb. And did you have to pay an early termination or cancellation charge to (PREVIOUS PACKAGE SERVICE PROVIDER) in order to leave your contract with them? .....	568
Base : Those who have changed provider for their whole package of services in the last 12 months	
QB7ba. And was your previous internet service .....	571
Base : Those with broadband access in their bundle of services who have changed provider in the last 12 months	
QB7bb. And was your previous television service .....	574
Base : Those with TV in their bundle of services who have changed provider in the last 12 months	
QB7ca. How easy or difficult was it/ do you think it would be to change the supplier of your WHOLE PACKAGE of services? IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	577
Base : Those with a bundle of services, where the bill is paid within the household	
QB7ca. How easy or difficult was it/ do you think it would be to change the supplier of your WHOLE PACKAGE of services? IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	580
Base : Those who have never changed their bundle service provider	
QB7ca. How easy or difficult was it/ do you think it would be to change the supplier of your WHOLE PACKAGE of services? IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	583
Base : Those who have never changed their DISCOUNTED bundle service provider	
QB7caa. What was difficult? .....	586
Base : Those who have changed provider for their whole package of services in the last 12 months and found it difficult	
QB7cb. How easy or difficult was it/ do you think it would be to change the supplier of ONE of the services in your package? IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	589
Base : Those with a bundle of services, where the bill is paid within the household	
QB7cb. How easy or difficult was it/ do you think it would be to change the supplier of ONE of the services in your package? IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	592
Base : Those with a bundle of services, where the bill is paid within the household	
QB7cb. How easy or difficult was it/ do you think it would be to change the supplier of ONE of the services in your package? IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	593
Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household	
QB7cb. How easy or difficult was it/ do you think it would be to change the supplier of ONE of the services in your package? IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	596
Base : Those who have never changed their bundle service provider	
QB7cb. How easy or difficult was it/ do you think it would be to change the supplier of ONE of the services in your package? IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	599
Base : Those who have never changed their DISCOUNTED bundle service provider	
QB7cba. What was difficult? .....	602
Base : Those who have changed provider for any of the services in their bundle in the last 12 months and found it difficult	

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

QB7da. Thinking about when you switched your whole package of services/ ONE of the services in your package, did you experience any difficulties with any of the following? .....	611
Base : Those who have changed provider for their whole package of services/ any of the services in their package in the last 12 months	
QB8. What is your current thinking regarding changing the company that provides your package of services or any of the services within the package? Are you... ..	623
Base : Those with a bundle of services, where the bill is paid within the household	
QB8a. Which services are you thinking about? .....	629
Base : Those actively looking for or open to the idea of changing service supplier for one or more (but not all) of the services in their bundle	
QB9a. Have you considered changing the company that provides your WHOLE package of services? IF YES - When did you most recently consider changing supplier for your whole package of services?.....	632
Base : Those who have not changed provider in the last 12 months and who are not actively looking for a new service provider for their bundle of services or any individual services in the bundle at the moment	
QB9b. And did you actively START LOOKING for an alternative service supplier for your whole package of services?.....	635
Base : Those who have considered changing provider for their whole package in the last 12 months	
QB9c. Did you - or someone else in your household - contact your package provider to tell them you wanted to stop using their service? .....	638
Base : Those who have considered changing provider for their whole package in the last 12 months	
QB9d. Did you - or someone else in your household - contact a potential new package provider to tell them you wanted to start using their service?.....	641
Base : Those who have considered changing provider for their whole package in the last 12 months	
QB9aa. Have you considered changing the company that provides any of the INDIVIDUAL services in your package? IF YES - When did you most recently consider changing supplier for any of the individual services in your package? .....	644
Base : Those who have not changed provider in the last 12 months and who are not actively looking for a new service provider for their bundle of services or any individual services in the bundle at the moment	
QB9ba. And did you actively START LOOKING for an alternative service supplier for your individual services? .....	647
Base : Those who have considered changing provider for any of the individual services in their package in the last 12 months	
QB9ca. Did you - or someone else in your household - contact your package provider to tell them you wanted to stop using their service? .....	650
Base : Those who have considered changing provider for any of the individual services in their package in the last 12 months	
QB9cb. Did you - or someone else in your household - contact a potential new service provider to tell them you wanted to start using their service? .....	653
Base : Those who have considered changing provider for any of the individual services in their package in the last 12 months	
QB9da. And which of the individual services in your package did you consider moving? .....	656
Base : Those who have considered changing provider for any of the individual services in their package in the last 12 months	
QB10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different service supplier?.....	659
Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months	
QB10B. Which one of these describes your situation now in terms of your package of services? .....	674
Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months	
BUNDLED SERVICES - SUMMARY OF BEHAVIOUR .....	677
Base : Those with a bundle of services, where the bill is paid within the household	
BUNDLED SERVICES - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS .....	680
Base : Those with a bundle of services, where the bill is paid within the household	
BUNDLED SERVICES - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS.....	683
Base : Those with a bundle of services, where the bill is paid within the household	
BUNDLED SERVICES - SUMMARY OF BEHAVIOUR .....	686
Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household	
BUNDLED SERVICES - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS .....	689
Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household	

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

BUNDLED SERVICES - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS .....	692
Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household	
QB18. In the last two years have you seen a better deal with a different service supplier and asked your current supplier to match this? IF YES - Which of the following best describes what happened? .....	695
Base : Those with a bundle of services, where the bill is paid within the household	
QB19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (PACKAGE SERVICE PROVIDER)? They are the best provider on the market. Do you... ..	698
Base : Those with a bundle of services, where the bill is paid within the household	
QB21. If you were looking for advice or information on different options and suppliers for packaged services, where would you turn to for trusted information? .....	701
Base : Those with a bundle of services, where the bill is paid within the household	
QB22. How easy or difficult do you think it is to make COST comparisons between suppliers for packaged services? .....	710
Base : Those with a bundle of services, where the bill is paid within the household	
QB22. How easy or difficult do you think it is to make COST comparisons between suppliers for packaged services? .....	713
Base : Those with a bundle of services, where the bill is paid within the household	
QB22. How easy or difficult do you think it is to make COST comparisons between suppliers for packaged services? .....	716
Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household	
QB21f. Do you think that having a package of services would make it easier or harder to change suppliers in the future if you wanted to do so? .....	719
Base : Those with a bundle of services, where the bill is paid within the household	
QA1. Which of these types of services are you mainly or jointly responsible for - in terms of deciding which supplier to use? .....	722
Base : All respondents	
QA1A. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier? .....	723
Base : Those responsible for the household's electricity service	
NQA1AA. Did you make this change of provider for your electricity at the same time as moving home? .....	724
Base : Those who have ever changed electricity supplier	
NQA1AB. Could you have CHOSEN to stay with your previous supplier when you moved? .....	725
Base : Those who changed electricity supplier in the last 12 months at the same time as moving home	
NQA1AC. How easy or difficult was it to change electricity supplier? IF SWITCHED MORE THAN ONCE - Please think about the last time .....	726
Base : Those who have changed electricity supplier in the last 12 months	
QA1B. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier? .....	727
Base : Those responsible for the household's gas service	
NQA1BA. Did you make this change of provider for your gas at the same time as moving home? .....	728
Base : Those who have ever changed gas supplier	
NQA1BB. Could you have CHOSEN to stay with your previous supplier when you moved? .....	729
Base : Those who changed gas supplier in the last 12 months at the same time as moving home	
NQA1BC. How easy or difficult was it to change gas supplier? IF SWITCHED MORE THAN ONCE - Please think about the last time .....	730
Base : Those who have changed gas supplier in the last 12 months	
QA1C. Have you or your household ever changed your car insurance provider? IF YES - When did you most recently change your car insurance provider? .....	731
Base : Those responsible for the household's car insurance service	
NQA1CA. Did you make this change of provider for your car insurance at the same time as moving home? .....	732
Base : Those who have ever changed car insurance provider	

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

NQA1CB. Could you have CHOSEN to stay with your previous supplier when you moved? .....	733
Base : Those who changed car insurance provider in the last 12 months at the same time as moving home	
NQA1CC. How easy or difficult was it to change car insurance provider? IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	734
Base : Those who have changed car insurance provider in the last 12 months	
QA1D. Have you or your household ever changed your bank account? IF YES - When did you most recently change your bank account? .....	735
Base : Those responsible for the household's bank account service	
NQA1DA. Did you make this change of provider for your bank account at the same time as moving home? .....	736
Base : Those who have ever changed bank account provider	
NQA1DB. Could you have CHOSEN to stay with your previous supplier when you moved? .....	737
Base : Those who changed bank account provider in the last 12 months at the same time as moving home	
NQA1DC. How easy or difficult was it to change provider for your bank account? IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	738
Base : Those who have changed bank account provider in the last 12 months	
QC1. Which of these age groups applies to you? .....	739
Base : All respondents	
QC2. What is the occupation of the main wage earner in your household? .....	740
Base : All respondents	
QC3. Which of these best describes your current situation? Are you.....	741
Base : All respondents	
QC4. Which part of the UK do you live in? .....	743
Base : All respondents	
QC5. Which of these options applies to your home? Is it.....	745
Base : All respondents	
QC6. How many people live in your household, including yourself and any children? .....	746
Base : All respondents	
QC7. Which of these options applies to you? Are you.....	747
Base : All respondents	
QC8. Which of these ethnic groups do you consider you belong to.....	748
Base : All respondents	
QC9. Please tell me which of these, if any, LIMIT your DAILY ACTIVITIES or the WORK YOU CAN DO?.....	751
Base : All respondents	
QC10. Which of these best describes your sight - with glasses or contact lenses if you normally use them?.....	753
Base : Those with poor vision, partial sight or blindness	
QC11. Which of these best describes your hearing - with a hearing aid if you normally use one? .....	755
Base : Those with poor hearing, partial hearing or deafness	
QC12. Which of these describes your total household income from all sources before tax and any other deductions? .....	757
Base : All respondents	
QC14. Would you be happy to be contacted again - either regarding this study or if we were to conduct any similar research for Ofcom in the future? .....	758
Base : All respondents	



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

QC15. GENDER OF RESPONDENT .....	759
Base : All respondents	
Qi8/9a/18. Variable used for calculating past Fixed score .....	760
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
Qi5/8/19. Variable used for calculating current Fixed score .....	762
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
Fixed category based on past and present only .....	764
Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household	
Qm8/9a/18. Variable used for calculating past Mobile score .....	766
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
Qm5/8/19. Variable used for calculating current Mobile score .....	768
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
Mobile category based on past and present only .....	770
Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household	
Qi8/9a/18. Variable used for calculating past Internet score .....	772
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
Qi5/8/19. Variable used for calculating current Internet score .....	774
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
Internet category based on past and present only .....	776
Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household	
Qt8/9a/18. Variable used for calculating past TV score .....	778
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
Qt5/8/19. Variable used for calculating current TV score .....	780
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
TV category based on past and present only .....	782
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
Qb8/9a/18. Variable used for calculating past Bundle score .....	784
Base : Those with a bundle of services, where the bill is paid within the household	
Qb5/8/19. Variable used for calculating current Bundle score .....	787
Base : Those with a bundle of services, where the bill is paid within the household	
Bundle category based on past and present only .....	790
Base : Those with a bundle of services, where the bill is paid within the household	
Qi8/9a/18. Variable used for calculating past Internet score .....	793
Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household	
Qi5/8/19. Variable used for calculating current Internet score .....	795
Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household	
Internet category based on past and present only .....	797
Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household	

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

Qb8/9a/18. Variable used for calculating past Bundle score.....	799
Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household	
Qb5/8/19. Variable used for calculating current Bundle score .....	802
Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household	
Bundle category based on past and present only.....	805
Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household	

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 3**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**URBANITY**

Base : All respondents

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY			
	Total	LAND-	BROAD-	BAND	TV	LL & BB	LL & TV & BB	LAND-LINE	BAND	TV	MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	
		LINE	MOBILE																							
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x	
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307	
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192	
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200	
Base for %	1331	347	1068	194	573	312	305	688	660	397	63	663	668	196	485	386	161	245	85	318	359	220	357	1131	200	
Urban	1131	274	912	151	450	247	290	603	573	376	**	558	573	**	428	320	129	198	69	268	299	186	307	1131	-	
	85%	79%	85%	78%	79%	79%	95%	88%	87%	95%	**	84%	86%	**	88%	83%	80%	81%	81%	84%	83%	84%	86%	100%	-%	
			acd				egh	e	e	egh					opqr									x		
Rural	200	73	155	42	123	65	16	85	87	22	**	105	95	**	58	66	32	47	16	50	59	35	50	-	200	
	15%	21%	15%	22%	21%	21%	5%	12%	13%	5%	**	16%	14%	**	12%	17%	20%	19%	19%	16%	17%	16%	14%	-%	100%	
		b		b	b	fghi		fi	fi						n	n	n	n						w		
Undefined	139	10	122	18	44	23	29	57	60	36	**	90	49	**	52	16	5	7	2	17	48	21	19	-	-	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x																										

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 4**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QS1a/b. Which of these services do you or does your household have?**

Base : All respondents

	Total	SINGLE SERVICES				BUNDLED SERVICES						GENDER		AGE						SOCIAL GRADE				URBANITY	
		LAND-	BROAD-			LL &	LL &	LAND-	BROAD-			FEMALE		16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN RURAL	
		LINE	MOBILE	BAND	TV	BB	TV & BB	LINE	BAND	TV	MOBILE	MALE		~m	n	o	p	q	r	s	t	u	v	w	x
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
Mobile phone	1373	292	1189	207	574	320	327	716	696	418	**	712	660	**	527	380	138	192	53	325	392	227	323	1048	185
	93%	82%	100%	98%	93%	96%	98%	96%	97%	96%	**	95%	92%	**	98%	95%	84%	76%	61%	97%	96%	94%	86%	93%	93%
			acd	ad	a										opqr	pqr	qr	r		v	v	v			
Landline phone	1283	358	1031	177	553	335	334	744	709	428	**	637	646	**	471	379	162	248	86	318	371	214	300	1010	185
	87%	100%	87%	83%	90%	100%	100%	100%	98%	99%	**	85%	90%	**	88%	94%	98%	98%	99%	95%	91%	88%	80%	89%	92%
		bcd			c	hi	hi	hi					k			n	no	no	no	tuv	v	v			
TV service with additional channels other than channels 1-5	1239	297	1019	182	617	287	334	692	663	433	**	624	615	**	471	359	141	207	66	303	354	203	302	970	164
	84%	83%	86%	86%	100%	86%	100%	93%	92%	100%	**	83%	86%	**	88%	89%	85%	82%	76%	91%	87%	84%	80%	86%	82%
				abc			egh	e	e	egh					qr	pqr	r			uv	v				
Computer or laptop with broadband internet access	1180	206	973	212	484	335	334	725	720	414	**	605	574	**	496	338	108	128	20	304	366	201	233	916	160
	80%	57%	82%	100%	78%	100%	100%	97%	100%	96%	**	80%	80%	**	92%	84%	65%	51%	22%	91%	90%	83%	62%	81%	80%
			a	abd	a	gi	gi	gi							opqr	pqr	qr	r		uv	uv	v			

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 5**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QS2. Which, if any, of these services are you primarily or jointly RESPONSIBLE FOR - in terms of deciding which supplier or network to use?**

Base : All respondents

	SINGLE SERVICES					BUNDLED SERVICES						GENDER		AGE						SOCIAL GRADE				URBANITY		
	Total	LAND-	MOBILE	BROAD-		LL &	LL & TV &	LAND-	BROAD-	MOBILE	FEMALE	MALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL		
		LINE			TV	BB	BB	LINE	BAND	TV																
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x	
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307	
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192	
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200	
Mobile phone	1312	273	1189	194	537	300	314	683	661	402	**	675	637	**	504	356	130	179	49	308	369	218	312	1005	172	
	89%	76%	100%	91%	87%	90%	94%	92%	92%	93%	**	90%	89%	**	94%	89%	78%	71%	57%	92%	91%	90%	83%	89%	86%	
			acd	a	a		e								opqr	pqr	qr	r		v	v	v				
Landline phone	1113	358	878	158	528	335	334	744	703	424	**	536	577	**	440	358	155	238	83	281	316	176	281	882	163	
	76%	100%	74%	75%	86%	100%	100%	100%	98%	98%	**	71%	81%	**	82%	89%	94%	94%	96%	84%	78%	73%	75%	78%	81%	
		bcd			bc	hi	hi	hi					k			n	no	no	no	tuv						
TV service with additional channels	1057	276	849	167	617	274	334	678	649	433	**	518	539	**	441	339	127	184	57	273	301	173	258	832	145	
	72%	77%	71%	79%	100%	82%	100%	91%	90%	100%	**	69%	75%	**	82%	84%	76%	73%	66%	82%	74%	72%	69%	74%	73%	
		b		b	abc		egh	e	e	egh			k		qr	pqr	r			tuv						
Broadband internet access	995	183	799	212	459	335	334	717	720	409	**	503	493	**	458	316	98	116	18	267	314	165	194	775	137	
	68%	51%	67%	100%	74%	100%	100%	96%	100%	94%	**	67%	69%	**	85%	79%	59%	46%	21%	80%	77%	68%	52%	69%	69%	
			a	abd	ab	gi	gi	gi							opqr	pqr	qr	r		uv	uv	v				
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x																										

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 7**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QS5. Can I just check, in terms of your home internet service, which of these types of internet access does your household have at the moment? Is it...**

Base : Those responsible for household broadband service

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	Total	LAND-	MOBILE	BROAD-		LL & BB	LL & TV & BB	BROAD-		MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	
		LINE		BAND	TV		LINE	BAND	TV																
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	~r	s	t	u	v	w	x
Unweighted total	1498	300	1203	297	725	545	498	1120	1117	607	90	779	719	31	516	720	180	213	33	383	430	354	248	1179	227
Effective Weighted Sample	1057	242	898	189	520	425	383	869	832	467	48	562	498	29	469	689	170	201	31	320	290	208	196	844	169
Total	995	183	799	212	459	335	334	717	720	409	70	503	493	86	458	316	98	116	18	267	314	165	194	775	137
FIXED BROADBAND access through a phone line or cable service (high speed access which is always on, so the home phone and the internet can be used at the same time, you may use a wireless connection)	903	166	728	174	410	319	317	678	720	383	**	456	447	**	407	295	91	108	**	245	291	147	168	706	127
	91%	91% c	91% c	82% abd	89% c	95% h	95% h	94% h	100% efgi	94% h	**	91% 10%	91% 10%	**	89% 12% o	93% 7%	93% 8%	93% 7%	**	92% 9%	93% 8%	89% 12%	87% 13%	91% 9%	92% 11%
BROADBAND access through a MOBILE NETWORK - connecting using a USB STICK or DONGLE into a laptop or computer either at home or when outside the home (NOT accessing the internet via a mobile phone)	100	20	78	41	55	19	17	44	5	27	**	52	48	**	56	23	8	8	**	24	26	20	26	73	15
	10%	11%	10%	19% abd	12%	6% h	5% h	6% h	1% 1%	7% h	**	10% 1%	10% 1%	**	12% 1%	7% 1%	8% -	7% -	**	9% 1%	8% 1%	12% 1%	13% -	9% *%	11% 3%
SUMMARY OF BROADBAND IN HOUSEHOLD																									
HAVE BOTH - MAIN METHOD IS																									
FIXED BROADBAND	8	3	6	2	6	3	-	4	5	1	**	5	2	**	4	2	-	-	**	2	3	2	-	3	4
	1%	2%	1%	1%	1%	1%	-%	1%	1%	*%	**	1%	*%	**	1%	1%	-%	-%	**	1%	1%	1%	-%	*%	3%
w																									

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 7**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QS5. Can I just check, in terms of your home internet service, which of these types of internet access does your household have at the moment? Is it...**

Base : Those responsible for household broadband service

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE							SOCIAL GRADE				URBANITY	
	Total	LAND-	BROAD-			LL & BB	LL & TV & BB	BROAD-			MALE	FEMALE							AB	C1	C2	DE	URBAN	RURAL	
		LINE	MOBILE	BAND	TV		LAND- LINE	BAND	TV	MOBILE		16-24	25-44	45-64	65-74	65+	75+								
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	~r	s	t	u	v	w	x
Unweighted total	1498	300	1203	297	725	545	498	1120	1117	607	90	779	719	31	516	720	180	213	33	383	430	354	248	1179	227
Effective Weighted Sample	1057	242	898	189	520	425	383	869	832	467	48	562	498	29	469	689	170	201	31	320	290	208	196	844	169
Total	995	183	799	212	459	335	334	717	720	409	70	503	493	86	458	316	98	116	18	267	314	165	194	775	137
HAVE BOTH - MAIN METHOD IS MOBILE BROADBAND	1	1	1	1	1	-	-	-	-	-	**	1	-	**	-	-	1	1	**	-	1	-	-	1	-
	*%	*%	*%	*%	*%	-%	-%	-%	-%	-%	**	*%	-%	**	-%	-%	1%	*%	**	-%	*%	-%	-%	*%	-%
ONLY HAVE FIXED BROADBAND	895	163	722	171	404	316	317	673	715	382	**	450	445	**	403	293	90	108	**	243	288	145	168	702	123
	90%	89%	90%	81%	88%	94%	95%	94%	99%	93%	**	90%	90%	**	88%	93%	92%	93%	**	91%	92%	88%	87%	91%	89%
		c	c		c			efgi							n										
ONLY HAVE MOBILE BROADBAND	92	17	71	38	48	16	17	39	-	26	**	46	46	**	51	21	7	8	**	22	23	18	26	69	11
	9%	9%	9%	18%	11%	5%	5%	6%	-%	6%	**	9%	9%	**	11%	7%	7%	7%	**	8%	7%	11%	13%	9%	8%
				abd		h	h	h		h					o							t			

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 8**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QS5A. And which of these is your MAIN method of connection?**

Base : Those responsible for household broadband service

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	Total	LAND-	MOBILE	BROAD-		LL & BB	LL & TV & BB	BROAD-		MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	
		LINE	a	b	BAND		TV	BB	LINE																BAND
Significance Level: 95%																									
Unweighted total	1498	300	1203	297	725	545	498	1120	1117	607	90	779	719	31	516	720	180	213	33	383	430	354	248	1179	227
Effective Weighted Sample	1057	242	898	189	520	425	383	869	832	467	48	562	498	29	469	689	170	201	31	320	290	208	196	844	169
Total	995	183	799	212	459	335	334	717	720	409	70	503	493	86	458	316	98	116	18	267	314	165	194	775	137
FIXED BROADBAND access through a phone line or cable service (high speed access which is always on, so the home phone and the internet can be used at the same time, you may use a wireless connection)	902	166	727	173	410	319	317	678	720	383	**	456	447	**	407	295	90	108	**	245	291	147	168	705	127
	91%	90%	91%	82%	89%	95%	95%	94%	100%	94%	**	91%	91%	**	89%	93%	92%	93%	**	92%	92%	89%	87%	91%	92%
		c	c		c				efgi							n					v				
BROADBAND access through a MOBILE NETWORK - connecting using a USB STICK or DONGLE into a laptop or computer either at home or when outside the home (NOT accessing the internet via a mobile phone)	93	18	72	38	49	16	17	39	-	26	**	47	46	**	51	21	8	8	**	22	24	18	26	70	11
	9%	10%	9%	18%	11%	5%	5%	6%	-%	6%	**	9%	9%	**	11%	7%	8%	7%	**	8%	8%	11%	13%	9%	8%
				abd		h	h	h		h					o							t			

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 9**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SERVICES IN THE HOUSEHOLD THAT RESPONDENT IS RESPONSIBLE FOR**

Base : All respondents

	Total	SINGLE SERVICES				BUNDLED SERVICES						GENDER		AGE						SOCIAL GRADE				URBANITY	
		LAND-	MOBILE	BROAD-	TV	LL & BB	LL & TV & BB	LAND-	BROAD-	TV	MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		LINE		BAND		BB	BB	LINE	BAND					~m	n	o	p	q	r	s	t	u	v	w	x
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
Mobile phone	1312	273	1189	194	537	300	314	683	661	402	**	675	637	**	504	356	130	179	49	308	369	218	312	1005	172
	89%	76%	100%	91%	87%	90%	94%	92%	92%	93%	**	90%	89%	**	94%	89%	78%	71%	57%	92%	91%	90%	83%	89%	86%
			acd	a	a		e								opqr	pqr	qr	r		v	v	v			
Landline phone	1113	358	878	158	528	335	334	744	703	424	**	536	577	**	440	358	155	238	83	281	316	176	281	882	163
	76%	100%	74%	75%	86%	100%	100%	100%	98%	98%	**	71%	81%	**	82%	89%	94%	94%	96%	84%	78%	73%	75%	78%	81%
		bcd			bc	hi	hi	hi					k			n	no	no	no	tuv					
TV service with additional channels	1057	276	849	167	617	274	334	678	649	433	**	518	539	**	441	339	127	184	57	273	301	173	258	832	145
	72%	77%	71%	79%	100%	82%	100%	91%	90%	100%	**	69%	75%	**	82%	84%	76%	73%	66%	82%	74%	72%	69%	74%	73%
		b		b	abc		egh	e	e	egh			k		qr	pqr	r			tuv					
Fixed broadband internet access	903	166	728	174	410	319	317	678	720	383	**	456	447	**	407	295	91	108	17	245	291	147	168	706	127
	61%	47%	61%	82%	67%	95%	95%	91%	100%	88%	**	61%	62%	**	76%	73%	55%	43%	20%	73%	72%	61%	45%	62%	63%
			a	abd	ab	gi	gi		efgi						pqr	pqr	qr	r		uv	uv	v			
Mobile broadband internet access	100	20	78	41	55	19	17	44	5	27	**	52	48	**	56	23	8	8	1	24	26	20	26	73	15
	7%	6%	7%	19%	9%	6%	5%	6%	1%	6%	**	7%	7%	**	10%	6%	5%	3%	1%	7%	6%	8%	7%	6%	7%
			abd	a		h	h	h		h					opqr	r	r								

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 10**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QS6. Do you receive any of these services as a bundle or package from the SAME supplier? Is this ONE package or bundle, or more than one? IF MORE THAN ONE - Could you just tell me which services are in the package you consider to be the MAIN one, or the one your household spends the most on?**

Base : All respondents

	Total	SINGLE SERVICES				BUNDLED SERVICES						GENDER		AGE						SOCIAL GRADE				URBANITY		
		LAND-		BROAD-		LL & BB	LL & TV & BB	BROAD-				MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		LINE	MOBILE	BAND	TV			LAND-LINE	BAND	TV	MOBILE															
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x	
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307	
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192	
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200	
Landline phone	744	-	618	12	280	335	334	744	667	394	**	358	387	**	345	246	79	97	18	204	227	124	150	603	85	
	51%	-%	52%	6%	45%	100%	100%	100%	93%	91%	**	47%	54%	**	64%	61%	48%	38%	20%	61%	56%	51%	40%	53%	43%	
			acd	a	ac	hi	hi	hi					k		pqr	pqr	qr	r		uv	v	v		x		
Fixed broadband internet access	720	36	583	-	273	319	317	667	720	373	**	353	367	**	333	235	75	88	13	195	234	125	132	573	87	
	49%	10%	49%	-%	44%	95%	95%	90%	100%	86%	**	47%	51%	**	62%	59%	45%	35%	15%	58%	58%	52%	35%	51%	43%	
		c	ac		ac	gi	gi	i	efgi						pqr	pqr	qr	r		v	v	v				
TV service with additional channels you pay to receive	433	30	356	13	-	-	334	394	373	433	**	211	222	**	219	127	39	52	13	120	134	70	87	376	22	
	29%	8%	30%	6%	-%	-%	100%	53%	52%	100%	**	28%	31%	**	41%	32%	24%	20%	14%	36%	33%	29%	23%	33%	11%	
		d	acd	d			egh	e	e	egh					opqr	pqr	r			v	v		x			
Mobile phone	75	11	-	2	27	-	-	41	52	30	**	35	40	**	31	22	4	5	1	21	28	12	9	53	10	
	5%	3%	-%	1%	4%	-%	-%	6%	7%	7%	**	5%	6%	**	6%	6%	2%	2%	1%	6%	7%	5%	2%	5%	5%	
		b		b	bc			ef	ef	ef					pqr	pqr				v	v					
Mobile broadband internet access	54	3	36	-	26	16	17	39	2	24	**	21	34	**	31	13	3	4	1	15	16	9	15	43	7	
	4%	1%	3%	-%	4%	5%	5%	5%	-%	6%	**	3%	5%	**	6%	3%	2%	2%	1%	4%	4%	4%	4%	4%	3%	
			ac		ac	h	h	h		h					opqr											
No services in a bundle	657	318	544	199	318	-	-	-	-	-	**	362	294	**	161	140	83	151	68	116	153	105	214	478	104	
	45%	89%	46%	94%	52%	-%	-%	-%	-%	-%	**	48%	41%	**	30%	35%	50%	60%	78%	35%	38%	43%	57%	42%	52%	
		bd		abd	b							l					no	nop	nopq			s	stu	w		

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 11**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SINGLE SERVICES THAT THE RESPONDENT IS RESPONSIBLE FOR**

Base : All respondents

	Total	SINGLE SERVICES				BUNDLED SERVICES						GENDER		AGE						SOCIAL GRADE				URBANITY	
		LAND-	MOBILE	BROAD-	TV	LL & BB	TV & BB	LAND-	BROAD-	MOBILE		MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		LINE		BAND		BB	BB	LINE	BAND	TV	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Significance Level: 95%		a	b	c	d	e	f	g	h	i															
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
Mobile phone	1237	262	1189	191	510	300	314	642	610	373	**	641	597	**	473	334	126	174	49	287	342	206	303	951	162
	84%	73%	100%	90%	83%	90%	94%	86%	85%	86%	**	85%	83%	**	88%	83%	76%	69%	56%	86%	84%	85%	80%	84%	81%
			acd	ad	a	h	eghi								opqr	pqr	r	r							
TV service with additional channels you pay to receive	624	246	493	155	617	274	-	283	277	-	**	307	317	**	221	212	88	133	45	153	168	103	171	456	124
	42%	69%	41%	73%	100%	82%	-%	38%	38%	-%	**	41%	44%	**	41%	53%	53%	52%	52%	46%	41%	42%	45%	40%	62%
		b		b	abc	fghi		fi	fi						n	n	n	n						w	
Landline phone	369	358	260	146	249	-	-	-	36	30	**	178	191	**	94	113	76	141	66	76	88	53	131	280	77
	25%	100%	22%	69%	40%	-%	-%	-%	5%	7%	**	24%	27%	**	18%	28%	46%	56%	75%	23%	22%	22%	35%	25%	39%
		bcd		bd	b				efg	efg					n	no	nop	nopq				stu		w	
Fixed broadband internet access	183	130	144	174	137	-	-	10	-	10	**	103	80	**	74	60	16	20	5	50	57	22	36	132	40
	12%	36%	12%	82%	22%	-%	-%	1%	-%	2%	**	14%	11%	**	14%	15%	10%	8%	5%	15%	14%	9%	10%	12%	20%
		bd		abd	b			efh		efh					qr	pqr				uv				w	
Mobile broadband internet access	46	17	42	41	29	3	-	5	3	3	**	32	14	**	25	11	4	4	-	9	11	11	12	30	8
	3%	5%	4%	19%	5%	1%	-%	1%	1%	1%	**	4%	2%	**	5%	3%	3%	2%	-%	3%	3%	4%	3%	3%	4%
				abd								l			oqr										
No single services	79	-	-	-	-	6	20	64	63	56	**	41	39	**	34	21	11	14	3	20	28	12	14	60	7
	5%	-%	-%	-%	-%	2%	6%	9%	9%	13%	**	5%	5%	**	6%	5%	7%	6%	3%	6%	7%	5%	4%	5%	4%
							e	e	e	efgh															

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 12**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QS7a. Do you receive a discount or special deal for subscribing to the package of services? IF RESPONDENT IS UNSURE, CHECK - Do you think you pay less than you would if you had the services individually?**

Base : Those responsible for household package of services

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	LAND- MOBILE	BROAD- TV	LL & TV & BB	BROAD- TV	MOBILE	LL & TV & BB	LL & TV & BB	BROAD- TV	MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL		
Significance Level: 95%	Total	LINE ~a		BAND ~c	d	BB e	BB f	LINE g	BAND h	TV i	~j	k	l	~m	n	o	p	q	~r	s	t	u	v	w	x
Unweighted total	1245	62	982	17	479	545	498	1164	1117	646	98	622	623	24	431	596	150	183	33	313	349	296	219	1020	151
Effective Weighted Sample	915	49	750	14	349	425	383	905	832	499	53	473	446	23	396	573	142	173	31	264	239	180	198	772	113
Total	814	40	645	13	299	335	334	744	720	433	75	391	422	63	376	261	83	102	19	219	254	137	163	653	96
Yes	517	**	413	**	187	203	235	483	470	289	**	262	255	**	250	174	45	52	**	149	162	91	94	421	63
	64%	**	64%	**	62%	61%	70%	65%	65%	67%	**	67%	60%	**	67%	66%	55%	51%	**	68%	64%	66%	58%	64%	66%
							e					l			pq	pq				v					
No	214	**	164	**	81	93	68	184	177	103	**	99	115	**	93	63	29	36	**	44	71	32	56	167	22
	26%	**	25%	**	27%	28%	20%	25%	25%	24%	**	25%	27%	**	25%	24%	35%	36%	**	20%	28%	23%	34%	26%	23%
						f										no	no			s	su				
Don't know	82	**	68	**	31	39	31	78	74	42	**	30	52	**	33	25	9	13	**	26	21	15	13	65	11
	10%	**	11%	**	10%	12%	9%	10%	10%	10%	**	8%	12%	**	9%	9%	11%	13%	**	12%	8%	11%	8%	10%	11%
												k													

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 13**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QS8a. Do you receive one bill for this bundle of services, or more than one bill?**

Base : Those responsible for household package of services

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	Total	LAND-	BROAD-			LL & BB	LL & TV & BB	BROAD-			MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	
		LINE	MOBILE	BAND	TV			LAND- LINE	BAND	TV															MOBILE
Significance Level: 95%		~a	b	~c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	~r	s	t	u	v	w	x
Unweighted total	1245	62	982	17	479	545	498	1164	1117	646	98	622	623	24	431	596	150	183	33	313	349	296	219	1020	151
Effective Weighted Sample	915	49	750	14	349	425	383	905	832	499	53	473	446	23	396	573	142	173	31	264	239	180	198	772	113
Total	814	40	645	13	299	335	334	744	720	433	75	391	422	63	376	261	83	102	19	219	254	137	163	653	96
One bill	752	**	610	**	275	315	324	692	670	403	**	361	391	**	345	237	79	97	**	199	234	128	153	604	86
	92%	**	95%	**	92%	94%	97%	93%	93%	93%	**	92%	93%	**	92%	90%	96% o	95% o	**	91%	92%	93%	94%	93%	90%
							eghi																		
More than one bill	53	**	27	**	22	17	6	45	43	24	**	28	25	**	27	20	3	4	**	15	17	8	10	41	9
	7%	**	4%	**	7% b	5% f	2%	6% f	6% f	6% f	**	7%	6%	**	7%	8%	4%	4%	**	7%	7%	6%	6%	6%	9%
Don't know	9	**	8	**	2	3	4	8	8	6	**	3	6	**	4	4	*	*	**	4	3	1	-	8	*
	1%	**	1%	**	1%	1%	1%	1%	1%	1%	**	1%	1%	**	1%	2%	*%	*%	**	2% v	1%	1%	1%	1%	*%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 14**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SERVICES COVERED IN BUNDLE**

Base : Those responsible for household package of services

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE							SOCIAL GRADE				URBANITY	
	Total	LAND-	BROAD-			LL & BB	TV & BB	BROAD-			MOBILE	FEMALE		16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN RURAL	
		LINE	MOBILE	BAND	TV			LAND- LINE	BAND	TV		MALE												w	x
Significance Level: 95%		~a	b	~c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	~r	s	t	u	v	w	x
Unweighted total	1245	62	982	17	479	545	498	1164	1117	646	98	622	623	24	431	596	150	183	33	313	349	296	219	1020	151
Effective Weighted Sample	915	49	750	14	349	425	383	905	832	499	53	473	446	23	396	573	142	173	31	264	239	180	198	772	113
Total	814	40	645	13	299	335	334	744	720	433	75	391	422	63	376	261	83	102	19	219	254	137	163	653	96
LANDLINE AND BROADBAND	335	**	288	**	271	335	-	335	319	-	**	163	172	**	140	122	43	50	**	87	102	57	73	247	65
	41%	**	45%	**	91% b	100% fghi	-%	45% fi	44% fi	-%	**	42%	41%	**	37%	47% n	52% n	49% n	**	40%	40%	42%	45%	38%	68% w
LANDLINE AND TV AND BROADBAND	334	**	303	**	-	-	334	334	317	334	**	159	175	**	175	96	29	35	**	95	110	57	57	290	16
	41%	**	47% d	**	-%	-%	100% eghi	45% e	44% e	77% egh	**	41%	41%	**	46% opq	37%	35%	34%	**	44%	43%	42%	35%	44% x	17%
TV AND BROADBAND	36	**	27	**	-	-	-	-	32	36	**	21	15	**	19	10	3	4	**	9	9	7	9	31	3
	4%	**	4% d	**	-%	-%	-%	-%	4% efg	8% efgh	**	5%	4%	**	5%	4%	4%	4%	**	4%	4%	5%	6%	5%	3%
LANDLINE AND TV	34	**	27	**	-	-	-	34	-	34	**	14	20	**	11	12	3	8	**	7	5	4	14	31	2
	4%	**	4% d	**	-%	-%	-%	5% efh	-%	8% efgh	**	4%	5%	**	3%	4%	4%	8% n	**	3%	2%	3%	9% stu	5%	2%
MOBILE AND BROADBAND	30	**	-	**	19	-	-	-	19	-	**	10	20	**	8	6	-	-	**	5	15	6	2	18	7
	4%	**	-%	**	6% b	-%	-%	-%	3% efgi	-%	**	3%	5%	**	2% q	2%	-%	-%	**	2%	6% sv	5%	1%	3%	7% w
MOBILE AND LANDLINE AND TV AND BROADBAND	24	**	-	**	-	-	-	24	22	24	**	12	12	**	11	9	3	3	**	8	7	3	4	20	*
	3%	**	-%	**	-%	-%	-%	3% ef	3% ef	6% efgh	**	3%	3%	**	3%	3%	3%	3%	**	4%	3%	2%	3%	3%	3%
MOBILE AND LANDLINE AND BROADBAND	12	**	-	**	8	-	-	12	9	-	**	5	7	**	6	6	-	-	**	6	2	2	-	9	2
	1%	**	-%	**	3% b	-%	-%	2% efi	1% efi	-%	**	1%	2%	**	2%	2%	-%	-%	**	3% v	1%	2%	-%	1%	2%
MOBILE AND LANDLINE	4	**	-	**	1	-	-	4	-	-	**	2	2	**	1	2	*	*	**	*	*	1	-	3	*
	1%	**	-%	**	1% b	-%	-%	1% h	-%	-%	**	1%	1%	**	1% b	1%	1% b	1% b	**	1% b	1% b	1% b	-%	1% b	1% b

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 14**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SERVICES COVERED IN BUNDLE**

Base : Those responsible for household package of services

	Total	SINGLE SERVICES				BUNDLED SERVICES						GENDER		AGE						SOCIAL GRADE				URBANITY	
		LAND-		BROAD-		LL & BB	LL & TV & BB	BROAD-		MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	
		LINE	MOBILE	BAND	TV			LINE	BAND																
Significance Level: 95%		~a	b	~c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	~r	s	t	u	v	w	x
Unweighted total	1245	62	982	17	479	545	498	1164	1117	646	98	622	623	24	431	596	150	183	33	313	349	296	219	1020	151
Effective Weighted Sample	915	49	750	14	349	425	383	905	832	499	53	473	446	23	396	573	142	173	31	264	239	180	198	772	113
Total	814	40	645	13	299	335	334	744	720	433	75	391	422	63	376	261	83	102	19	219	254	137	163	653	96
MOBILE AND LANDLINE AND TV	2	**	-	**	-	-	-	2	-	2	**	2	-	**	1	*	1	1	**	1	*	-	1	2	-
	*%	**	-%	**	-%	-%	-%	*%	-%	*%	**	1%	-%	**	*%	*%	1%	1%	**	*%	*%	-%	*%	*%	-%
MOBILE AND TV AND BROADBAND	2	**	-	**	-	-	-	-	2	2	**	2	-	**	2	-	-	-	**	-	2	-	-	-	-
	*%	**	-%	**	-%	-%	-%	-%	*%	*%	**	*%	-%	**	*%	-%	-%	-%	**	-%	1%	-%	-%	-%	-%
MOBILE AND TV	2	**	-	**	-	-	-	-	-	2	**	1	1	**	1	-	-	1	**	1	-	-	1	1	1
	*%	**	-%	**	-%	-%	-%	-%	-%	*%	**	*%	*%	**	*%	-%	-%	*%	**	*%	-%	-%	1%	*%	1%
FIXED AND MOBILE BROADBAND	1	**	1	**	1	-	-	-	1	-	**	-	1	**	1	-	-	-	**	-	-	1	-	1	-
	*%	**	*%	**	*%	-%	-%	-%	*%	-%	**	-%	*%	**	*%	-%	-%	-%	**	-%	-%	*%	-%	*%	-%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 15**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL1. I'd like to talk with you about your home landline service - as opposed to a mobile phone you or others in your household might use. Firstly, do you use the SAME company or DIFFERENT companies for your home phone line RENTAL and the home phone CALLS that are made?**

Base : Those responsible for the household's landline service, not in a bundle of services

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	600	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	293	307
Effective Weighted Sample	496	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	226	272
Total	369	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	178	191
Same company	308	152	116	**	**	81	102	198	**	90	**	252	**	239	104	70	75	146	163
	84%	84%	87%	**	**	82%	84%	84%	**	82%	**	85%	**	83%	82%	83%	87%	82%	85%
Different companies	60	30	17	**	**	18	20	38	**	20	**	43	**	49	22	14	11	32	28
	16%	16%	13%	**	**	18%	16%	16%	**	18%	**	15%	**	17%	18%	17%	13%	18%	15%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 15**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL1. I'd like to talk with you about your home landline service - as opposed to a mobile phone you or others in your household might use. Firstly, do you use the SAME company or DIFFERENT companies for your home phone line RENTAL and the home phone CALLS that are made?**

Base : Those responsible for the household's landline service, not in a bundle of services

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE a	PASSIVE ~b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ t
Significance Level: 95%																					
Unweighted total	600	199	80	218	88	4	105	256	123	225	102	115	144	135	171	445	137	98	57	81	164
Effective Weighted Sample	496	165	66	185	76	4	99	245	115	211	96	96	120	114	158	371	111	90	51	69	129
Total	369	119	52	134	52	10	94	113	76	141	66	76	88	53	131	280	77	63	33	46	104
Same company	308	106	**	111	**	**	73	93	65	124	59	63	73	43	115	235	62	**	**	**	85
	84%	89%	**	83%	**	**	78%	82%	86%	88%	90%	82%	82%	83%	88%	84%	81%	**	**	**	82%
										f	f										
Different companies	60	13	**	23	**	**	21	20	11	17	6	14	16	9	15	45	15	**	**	**	19
	16%	11%	**	17%	**	**	22%	18%	14%	12%	10%	18%	18%	17%	12%	16%	19%	**	**	**	18%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 16**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL1a. Can I check who pays the bills for your home landline service, is it...**

Base : Those responsible for the household's landline service, not in a bundle of services

	Total	LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Unweighted total	600	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	293	307
Effective Weighted Sample	496	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	226	272
Total	369	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	178	191
You	311	161	111	**	**	88	108	203	**	100	**	256	**	248	113	74	79	153	158
	84%	89%	83%	**	**	88%	89%	86%	**	91%	**	87%	**	86%	89%	87%	91%	86%	83%
Another member of your household	47	21	23	**	**	12	14	33	**	10	**	39	**	40	14	11	7	18	29
	13%	11%	17%	**	**	12%	11%	14%	**	9%	**	13%	**	14%	11%	13%	9%	10%	15%
Your company	3	-	-	**	**	-	-	-	**	-	**	-	**	-	-	-	-	*	2
	1%	-%	-%	**	**	-%	-%	-%	**	-%	**	-%	**	-%	-%	-%	-%	*%	1%
Someone else	8	-	-	**	**	-	-	-	**	-	**	-	**	-	-	-	-	7	1
	2%	-%	-%	**	**	-%	-%	-%	**	-%	**	-%	**	-%	-%	-%	-%	4%	1%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 16**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL1a. Can I check who pays the bills for your home landline service, is it...**

Base : Those responsible for the household's landline service, not in a bundle of services

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t	
Unweighted total	600	199	80	218	88	4	105	256	123	225	102	115	144	135	171	445	137	98	57	81	164	
Effective Weighted Sample	496	165	66	185	76	4	99	245	115	211	96	96	120	114	158	371	111	90	51	69	129	
Total	369	119	52	134	52	10	94	113	76	141	66	76	88	53	131	280	77	63	33	46	104	
You	311	100	**	124	**	**	74	93	69	132	63	63	71	43	115	237	64	**	**	**	82	
	84%	84%	**	92% a	**	**	79%	82%	91% fg	94% fg	96% fg	82%	81%	83%	88%	85%	83%	**	**	**	79%	
Another member of your household	47	19	**	10	**	**	17	16	6	9	3	12	10	8	16	37	9	**	**	**	18	
	13%	16% c	**	8%	**	**	18% hij	14% ij	9%	6%	4%	15%	12%	15%	12%	13%	12%	**	**	**	18%	
Your company	3	-	**	-	**	**	2	1	-	-	-	1	1	-	-	2	1	**	**	**	2	
	1%	-%	**	-%	**	**	2% i	1%	-%	-%	-%	2%	2%	-%	-%	1%	1%	**	**	**	2%	
Someone else	8	-	**	-	**	**	1	3	-	-	-	*	5	1	-	4	3	**	**	**	1	
	2%	-%	**	-%	**	**	1%	3% i	-%	-%	-%	1%	6% kn	2%	-%	1%	4%	**	**	**	1%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 17**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL2c. Which supplier do you use for your home landline service?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
BT	255	130	97	**	**	39	48	207	**	45	**	217	**	215	91	63	58	125	130
	71%	72%	72%	**	**	39%	40%	88%	**	41%	**	73%	**	75%	72%	75%	67%	73%	70%
								ef											
Talk Talk/ Carphone Warehouse/ Tiscali	45	18	19	**	**	33	38	7	**	34	**	28	**	29	15	8	16	19	27
	13%	10%	14%	**	**	33%	31%	3%	**	31%	**	10%	**	10%	12%	10%	18%	11%	14%
						g	g												
Virgin Media (NTL/ TeleWest)	14	9	5	**	**	7	7	7	**	5	**	13	**	13	5	3	3	9	5
	4%	5%	3%	**	**	7%	6%	3%	**	5%	**	4%	**	5%	4%	3%	4%	5%	2%
Post Office	9	4	3	**	**	5	8	1	**	7	**	8	**	5	3	3	1	3	6
	2%	2%	3%	**	**	5%	6%	*%	**	6%	**	3%	**	2%	3%	3%	2%	2%	3%
						g	g												
Sky Talk	7	5	2	**	**	2	2	5	**	1	**	7	**	7	2	*	2	4	4
	2%	3%	2%	**	**	2%	2%	2%	**	1%	**	2%	**	2%	1%	*%	3%	2%	2%
Southern Electric	7	3	3	**	**	4	6	1	**	6	**	6	**	3	-	3	1	2	4
	2%	2%	2%	**	**	4%	5%	*%	**	5%	**	2%	**	1%	-%	4%	2%	1%	2%
						g	g									n			
Kingston Communications	3	2	-	**	**	*	*	2	**	*	**	2	**	2	2	-	*	1	2
	1%	1%	-%	**	**	*%	*%	1%	**	*%	**	1%	**	1%	2%	-%	1%	1%	1%
Tesco Telecom	3	3	-	**	**	2	2	1	**	2	**	1	**	3	1	*	1	2	*
	1%	1%	-%	**	**	2%	2%	*%	**	2%	**	*%	**	1%	1%	*%	1%	1%	*%
Pipex	1	-	1	**	**	1	1	-	**	1	**	1	**	*	1	-	1	1	*
	*%	-%	1%	**	**	1%	1%	-%	**	1%	**	*%	**	*%	*%	-%	1%	1%	*%
						g													
Orange	1	-	1	**	**	1	1	-	**	1	**	1	**	1	1	-	-	1	1
	*%	-%	*%	**	**	1%	1%	-%	**	1%	**	*%	**	*%	*%	-%	-%	*%	*%
						g													

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 17**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL2c. Which supplier do you use for your home landline service?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Toucan	*	*	-	**	**	-	-	*	**	-	**	*	**	*	-	-	*	*	-
	%	%	-%	**	**	-%	-%	%	**	-%	**	%	**	%	-%	-%	%	%	-%
Other	10	6	2	**	**	5	7	3	**	7	**	9	**	8	5	3	2	3	7
	3%	3%	1%	**	**	5%	6%	1%	**	6%	**	3%	**	3%	4%	4%	2%	2%	4%
						g	g												
Don't know	3	2	1	**	**	-	*	2	**	*	**	2	**	2	1	*	-	2	1
	1%	1%	1%	**	**	-%	%	1%	**	%	**	1%	**	1%	%	%	-%	1%	1%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 17**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL2c. Which supplier do you use for your home landline service?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE a	PASSIVE ~b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ t	
Significance Level: 95%																						
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158	
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125	
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100	
BT	255	93	**	92	**	**	69	75	52	102	50	58	56	36	93	192	53	**	**	**	75	
	71%	78%	**	69%	**	**	76%	69%	69%	72%	76%	77%	69%	70%	71%	70%	73%	**	**	**	74%	
Talk Talk/ Carphone Warehouse/ Tiscali	45	10	**	20	**	**	6	15	11	18	7	8	9	9	15	34	12	**	**	**	11	
	13%	8%	**	15%	**	**	7%	14%	15%	13%	11%	10%	11%	17%	11%	12%	16%	**	**	**	11%	
Virgin Media (NTL/ TeleWest)	14	6	**	3	**	**	5	5	2	4	2	1	7	*	5	14	-	**	**	**	5	
	4%	5%	**	2%	**	**	5%	5%	2%	3%	3%	1%	8% km	1%	4%	5% p	-%	**	**	**	5%	
Post Office	9	4	**	1	**	**	1	2	4	5	1	1	1	2	5	5	4	**	**	**	2	
	2%	4%	**	1%	**	**	2%	2%	5% g	4%	2%	1%	1%	4%	4%	2%	5% o	**	**	**	2%	
Sky Talk	7	3	**	1	**	**	7	1	-	-	-	1	1	1	3	7	*	**	**	**	3	
	2%	2%	**	1%	**	**	7% ghij	1%	-%	-%	-%	1%	2%	2%	3%	3%	1%	**	**	**	3%	
Southern Electric	7	-	**	5	**	**	-	2	2	5	3	1	1	*	4	5	2	**	**	**	2	
	2%	-%	**	4% a	**	**	-%	2%	3%	3%	4% f	2%	1%	1%	3%	2%	2%	**	**	**	2%	
Kingston Communications	3	2	**	1	**	**	-	1	-	1	1	1	*	-	1	2	*	**	**	**	*	
	1%	1%	**	1%	**	**	-%	1%	-%	1%	2%	1%	1%	-%	1%	1%	1%	**	**	**	*%	
Tesco Telecom	3	-	**	2	**	**	1	*	1	1	-	-	*	*	2	2	1	**	**	**	*	
	1%	-%	**	1%	**	**	1%	*%	2%	1%	-%	-%	1%	1%	1%	1%	1%	**	**	**	*%	
Pipex	1	-	**	*	**	**	-	1	1	1	-	*	1	-	-	1	*	**	**	**	*	
	*%	-%	**	*%	**	**	-%	1%	1%	*%	-%	1%	1%	-%	-%	*%	1%	**	**	**	*%	
Orange	1	-	**	1	**	**	-	-	1	1	-	-	1	-	1	1	-	**	**	**	-	
	*%	-%	**	*%	**	**	-%	-%	2%	1%	-%	-%	1%	-%	*%	*%	-%	**	**	**	-%	
Toucan	*	*	**	-	**	**	-	-	*	*	-	-	-	*	-	*	-	**	**	**	-	
	*% %	*%	**	-%	**	**	-%	-%	*%	*%	-%	-%	-%	1%	-%	*%	-%	**	**	**	-%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 17**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL2c. Which supplier do you use for your home landline service?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t	
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158	
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125	
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100	
Other	10	1	**	7	**	**	1	5	2	3	1	3	2	2	1	9	1	**	**	**	*	
	3%	1%	**	5% a	**	**	1%	5%	2%	2%	2%	5%	3%	3%	1%	3%	1%	**	**	**	*%	
Don't know	3	*	**	1	**	**	1	1	-	-	-	-	1	1	-	3	-	**	**	**	1	
	1%	*%	**	1%	**	**	1%	1%	-%	-%	-%	-%	1%	2%	-%	1%	-%	**	**	**	1%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 18**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL2d. Approximately how much would you estimate the TOTAL quarterly bill is for your home landline phone service? Please include the cost of calls, line and equipment rental and VAT.**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

		LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
						LONGER										UNDER				
		Total	VERY a	QUITE b	NOT ~c	LAST YEAR ~d	AGO e	EVER f	NEVER g	YES ~h	NO i	ACTIVE /OPEN ~j	NOT INT'TED k	YES ~l	NO m	£18 n	£18-£23 o	£24+ p	MALE q	FEMALE r
Significance Level: 95%																				
Unweighted total		585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample		491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total		358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Up to £30 per quarter (Up to £10 per month)		(7.0)	54	32	16	**	**	12	15	39	**	15	**	43	**	41	54	-	28	26
		15%	18%	12%	**	**	12%	13%	16%	**	14%	**	14%	**	14%	43% op	-%	-%	16%	14%
£31-£50 (£11-£17)		(13.5)	73	38	29	**	**	20	26	46	**	25	**	60	**	59	73	-	38	34
		20%	21%	22%	**	**	20%	22%	20%	**	23%	**	20%	**	20%	57% op	-%	-%	22%	18%
£51-£70 (£18-£23)		(20.0)	84	48	29	**	**	26	30	54	**	27	**	70	**	68	-	84	37	47
		24%	27%	21%	**	**	26%	25%	23%	**	25%	**	24%	**	24%	-%	100% np	-%	22%	25%
£71-£100 (£24-£33)		(28.0)	51	21	21	**	**	19	21	31	**	20	**	41	**	42	-	-	24	28
		14%	12%	16%	**	**	19%	17%	13%	**	18%	**	14%	**	15%	-%	-%	59% no	14%	15%
£101-£150 (£34-£50)		(41.5)	25	9	11	**	**	10	11	14	**	7	**	18	**	18	-	-	10	14
		7%	5%	8%	**	**	10%	9%	6%	**	6%	**	6%	**	6%	-%	-%	25% no	6%	8%
£151-£200 (£51-£67)		(58.5)	4	1	3	**	**	1	1	3	**	1	**	3	**	4	-	-	2	3
		1%	1%	2%	**	**	1%	1%	1%	**	1%	**	1%	**	1%	-%	-%	4% no	1%	1%
£201-£300 (£68-£100)		(83.5)	6	1	3	**	**	*	1	4	**	1	**	3	**	3	-	-	2	4
		2%	*%	2%	**	**	*%	1%	2%	**	1%	**	1%	**	1%	-%	-%	6% no	1%	2%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 18**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL2d. Approximately how much would you estimate the TOTAL quarterly bill is for your home landline phone service? Please include the cost of calls, line and equipment rental and VAT.**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+ n	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Don't know	60	31	23	**	**	11	15	45	**	13	**	56	**	53	-	-	-	30	31
	17%	17%	17%	**	**	11%	13%	19% e	**	12%	**	19%	**	18%	-%	-%	-%	17%	16%
Mean score	21.0	18.6	22.8 a	**	**	21.8	21.7	20.6	**	21.0	**	20.3	**	20.8	10.7	20.0	37.1 n	19.8	22.1
Standard deviation	13.78	10.63	15.21	**	**	11.71	13.03	14.20	**	12.93	**	12.33	**	12.95	3.23	-	14.96	12.40	14.86
Standard error	.62	.67	1.12	**	**	.96	.97	.80	**	.99	**	.61	**	.65	.22	-	1.26	.80	.93
Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r																			

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 18**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL2d. Approximately how much would you estimate the TOTAL quarterly bill is for your home landline phone service? Please include the cost of calls, line and equipment rental and VAT.**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

		LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		Total	a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t
Unweighted total		585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158
Effective Weighted Sample		491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125
Total		358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100
Up to £30 per quarter (Up to £10 per month)	(7.0)	54	16	**	20	**	**	13	19	14	21	7	7	12	10	22	44	9	**	**	**	13
		15%	13%	**	15%	**	**	14%	18%	19%	15%	10%	9%	15%	20%	17%	16%	12%	**	**	**	13%
£31-£50 (£11-£17)	(13.5)	73	18	**	32	**	**	20	19	14	32	17	20	13	10	27	60	11	**	**	**	22
		20%	15%	**	23%	**	**	22%	18%	19%	22%	26%	27%	16%	19%	21%	22%	15%	**	**	**	22%
£51-£70 (£18-£23)	(20.0)	84	26	**	34	**	**	17	29	18	34	16	16	20	14	31	59	22	**	**	**	23
		24%	21%	**	25%	**	**	18%	27%	24%	24%	25%	22%	24%	27%	24%	21%	30%	**	**	**	23%
£71-£100 (£24-£33)	(28.0)	51	21	**	16	**	**	15	18	13	18	6	11	14	10	15	36	15	**	**	**	11
		14%	18%	**	12%	**	**	16%	17%	17%	13%	9%	14%	17%	20%	12%	13%	20%	**	**	**	11%
£101-£150 (£34-£50)	(41.5)	25	9	**	12	**	**	8	7	4	7	4	9	5	2	8	18	6	**	**	**	12
		7%	8%	**	9%	**	**	9%	6%	5%	5%	5%	12%	6%	5%	6%	7%	8%	**	**	**	12%
£151-£200 (£51-£67)	(58.5)	4	*	**	2	**	**	1	2	1	1	1	-	1	1	2	2	3	**	**	**	1
		1%	*%	**	2%	**	**	1%	2%	1%	1%	1%	-%	2%	1%	2%	1%	3%	**	**	**	1%
£201-£300 (£68-£100)	(83.5)	6	2	**	2	**	**	3	1	2	2	-	3	3	-	-	4	2	**	**	**	3
		2%	2%	**	1%	**	**	3%	1%	2%	1%	-%	3%	4%	-%	-%	1%	2%	**	**	**	3%
Don't know		60	27	**	17	**	**	14	14	10	26	15	9	13	4	25	52	7	**	**	**	15
		17%	23%	**	13%	**	**	15%	12%	14%	18%	23%	13%	16%	8%	19%	19%	9%	**	**	**	15%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 18**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL2d. Approximately how much would you estimate the TOTAL quarterly bill is for your home landline phone service? Please include the cost of calls, line and equipment rental and VAT.**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE a	PASSIVE ~b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ t	
Significance Level: 95%																						
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158	
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125	
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100	
Mean score	21.0	22.0	**	20.8	**	**	23.0	20.5	20.5	19.8	18.9	23.5	23.2	19.3	19.2	20.0	23.8	**	**	**	23.0	
							j					mn	mn			o						
Standard deviation	13.78	13.90	**	13.35	**	**	16.66	12.65	14.48	12.6	9.63	16.0	17.1	10.3	11.2	13.12	14.79	**	**	**	16.08	
Standard error	.62	1.10	**	.96	**	**	1.79	.86	1.41	.92	1.08	1.61	1.61	.93	.94	.69	1.34	**	**	**	1.37	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 19**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL2e. Do you have a contract with (LANDLINE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

		LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE	NOT	YES	NO	UNDER			MALE	FEMALE
		a	b	~c	LAST YEAR	AGO	EVER	NEVER	~h	i	~j	INT'TED	~l	m	£18	£18-£23	£24+	q	r
Significance Level: 95%					~d	e	f	g				k			n	o	p		
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
No, don't have a contract	176	98	61	**	**	50	54	122	**	51	**	149	**	156	68	44	40	90	87
	49%	54%	46%	**	**	50%	44%	52%	**	46%	**	50%	**	54%	54%	53%	46%	53%	46%
Within the next month	2	-	1	**	**	1	1	1	**	1	**	1	**	1	1	-	-	1	1
	1%	-%	1%	**	**	1%	1%	1%	**	1%	**	*%	**	*%	1%	-%	-%	*%	1%
In 1-3 months	4	2	1	**	**	-	1	3	**	1	**	2	**	2	2	1	*	2	1
	1%	1%	1%	**	**	-%	1%	1%	**	1%	**	1%	**	1%	2%	1%	1%	1%	1%
In 4-6 months	10	2	7	**	**	1	2	8	**	2	**	6	**	4	4	3	2	3	7
	3%	1%	6%	**	**	1%	2%	3%	**	2%	**	2%	**	1%	3%	4%	2%	2%	4%
			a																
In 7-12 months	39	20	14	**	**	6	15	24	**	15	**	32	**	25	13	11	10	20	19
	11%	11%	11%	**	**	6%	12%	10%	**	13%	**	11%	**	9%	10%	13%	11%	12%	10%
In more than 12 months	21	6	9	**	**	10	12	9	**	8	**	13	**	13	6	2	10	11	11
	6%	3%	6%	**	**	10%	10%	4%	**	8%	**	5%	**	5%	5%	3%	11%	6%	6%
						g	g										no		
Not sure when contract runs out	69	39	24	**	**	23	27	42	**	24	**	59	**	57	21	16	18	27	42
	19%	21%	18%	**	**	23%	22%	18%	**	21%	**	20%	**	20%	17%	19%	21%	16%	22%
Don't know if I have a contract	37	15	16	**	**	8	11	26	**	10	**	32	**	30	12	6	7	17	19
	10%	8%	12%	**	**	8%	9%	11%	**	9%	**	11%	**	10%	10%	8%	8%	10%	10%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 19**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL2e. Do you have a contract with (LANDLINE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100
No, don't have a contract	176	63	**	65	**	**	37	55	42	77	35	36	38	24	69	134	36	**	**	**	46
	49%	53%	**	49%	**	**	41%	51%	55%	54%	53%	49%	46%	47%	53%	49%	49%	**	**	**	46%
									f	f											
Within the next month	2	1	**	1	**	**	1	1	1	1	-	-	1	-	1	1	1	**	**	**	1
	1%	1%	**	*%	**	**	1%	1%	1%	*%	-%	-%	1%	-%	1%	*%	1%	**	**	**	1%
In 1-3 months	4	1	**	1	**	**	1	1	2	2	-	-	1	1	2	2	1	**	**	**	1
	1%	1%	**	1%	**	**	1%	1%	2%	1%	-%	-%	1%	1%	2%	1%	2%	**	**	**	1%
In 4-6 months	10	3	**	2	**	**	5	3	1	2	1	4	2	2	2	8	1	**	**	**	6
	3%	2%	**	2%	**	**	6%	3%	1%	1%	1%	5%	2%	4%	2%	3%	2%	**	**	**	6%
							i														
In 7-12 months	39	8	**	16	**	**	13	12	8	13	5	7	12	7	12	27	12	**	**	**	11
	11%	7%	**	12%	**	**	14%	11%	11%	10%	8%	9%	14%	14%	9%	10%	16%	**	**	**	11%
In more than 12 months	21	5	**	9	**	**	7	8	2	3	1	7	4	4	5	18	3	**	**	**	9
	6%	5%	**	7%	**	**	8%	7%	3%	2%	2%	10%	5%	8%	4%	7%	5%	**	**	**	9%
							i	i													
Not sure when contract runs out	69	23	**	26	**	**	16	17	13	31	18	15	12	8	28	54	14	**	**	**	13
	19%	19%	**	19%	**	**	18%	16%	18%	22%	27%	20%	15%	16%	21%	20%	19%	**	**	**	13%
										g											
Don't know if I have a contract	37	14	**	14	**	**	10	11	7	12	6	5	13	5	12	30	5	**	**	**	12
	10%	12%	**	10%	**	**	11%	10%	9%	9%	9%	6%	16%	10%	9%	11%	7%	**	**	**	12%
												k									

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 20**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL3. How long has (LANDLINE PROVIDER) been providing your home landline service?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY a	QUITE b	NOT ~c	LONGER LAST YEAR ~d	AGO e	EVER f	NEVER g	YES ~h	NO i	ACTIVE /OPEN ~j	NOT INT'TED k	YES ~l	NO m	UNDER £18 n	£18-£23 o	£24+ p	MALE q	FEMALE r
Significance Level: 95%																			
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Less than 3 months	10 3%	4 2%	3 2%	** **	** **	1 1%	7 6%	3 1%	** **	6 6%	** **	8 3%	** **	2 1%	5 4%	2 2%	1 1%	7 4%	3 2%
3-6 months	9 3%	5 3%	4 3%	** **	** **	1 1%	7 5%	2 1%	** **	7 6%	** **	8 3%	** **	2 1%	4 3%	3 3%	1 1%	5 3%	4 2%
7-12 months	14 4%	6 3%	7 5%	** **	** **	3 3%	11 9%	3 1%	** **	8 8%	** **	12 4%	** **	6 2%	4 3%	2 2%	3 3%	7 4%	7 4%
More than a year, up to 2 years	33 9%	18 10%	10 7%	** **	** **	22 22%	22 18%	11 5%	** **	18 17%	** **	24 8%	** **	26 9%	11 9%	7 9%	11 13%	14 8%	20 11%
More than 2 years, up to 4 years	37 10%	16 9%	18 13%	** **	** **	28 28%	29 23%	9 4%	** **	27 25%	** **	28 10%	** **	29 10%	14 11%	10 12%	10 12%	13 8%	24 13%
More than 4 years, up to 6 years	33 9%	13 7%	14 10%	** **	** **	21 21%	22 18%	12 5%	** **	20 18%	** **	23 8%	** **	27 9%	12 9%	8 9%	8 10%	19 11%	14 8%
More than 6 years, up to 10 years	31 9%	13 7%	16 12%	** **	** **	7 7%	8 6%	23 10%	** **	7 7%	** **	26 9%	** **	27 9%	14 11%	7 8%	6 7%	17 10%	14 7%
More than 10 years	184 51%	103 57%	60 45%	** **	** **	16 16%	16 13%	168 71%	** **	16 14%	** **	159 54%	** **	162 56%	62 49%	46 55%	45 53%	85 50%	99 53%
Don't know	6 2%	4 2%	2 1%	** **	** **	1 1%	1 *%	6 2%	** **	1 1%	** **	6 2%	** **	6 2%	1 1%	* *%	1 1%	3 2%	3 1%
Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r																			

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 20**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL3. How long has (LANDLINE PROVIDER) been providing your home landline service?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE a	PASSIVE ~b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ t	
Significance Level: 95%																						
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158	
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125	
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100	
Less than 3 months	10	-	**	5	**	**	2	3	4	5	1	2	1	2	3	9	1	**	**	**	3	
	3%	-%	**	4% a	**	**	2%	3%	5%	4%	2%	2%	2%	4%	2%	3%	1%	**	**	**	3%	
3-6 months	9	1	**	3	**	**	1	4	1	3	2	2	2	1	3	7	2	**	**	**	2	
	3%	1%	**	2%	**	**	2%	4%	1%	2%	3%	3%	3%	2%	2%	3%	2%	**	**	**	2%	
7-12 months	14	3	**	6	**	**	4	5	2	4	2	2	3	3	4	10	3	**	**	**	5	
	4%	2%	**	4%	**	**	4%	4%	3%	3%	3%	3%	4%	5%	3%	4%	5%	**	**	**	5%	
More than a year, up to 2 years	33	6	**	13	**	**	13	6	6	11	4	9	5	6	13	24	8	**	**	**	10	
	9%	5%	**	10%	**	**	14% g	6%	8%	7%	7%	11%	6%	12%	10%	9%	11%	**	**	**	10%	
More than 2 years, up to 4 years	37	12	**	13	**	**	10	15	6	10	4	10	7	5	12	29	7	**	**	**	11	
	10%	10%	**	10%	**	**	11%	14% ij	8%	7%	6%	13%	9%	10%	9%	11%	10%	**	**	**	11%	
More than 4 years, up to 6 years	33	15	**	10	**	**	17	9	7	7	1	8	11	6	5	24	9	**	**	**	17	
	9%	12%	**	8%	**	**	18% ghij	8% j	9% j	5%	1%	11% n	14% n	12% n	4%	9%	12%	**	**	**	17%	
More than 6 years, up to 10 years	31	13	**	9	**	**	9	7	7	14	6	5	10	4	11	28	3	**	**	**	9	
	9%	11%	**	7%	**	**	10%	7%	10%	10%	9%	7%	12%	8%	8%	10% p	3%	**	**	**	9%	
More than 10 years	184	68	**	73	**	**	34	57	42	86	44	37	40	23	76	137	40	**	**	**	42	
	51%	57%	**	54%	**	**	37%	53% f	55% f	61% f	67% fg	50%	49%	45%	58% m	50%	55%	**	**	**	42%	
Don't know	6	2	**	2	**	**	1	3	*	2	2	-	2	1	3	5	*	**	**	**	*	
	2%	2%	**	1%	**	**	1%	3%	%	2%	3%	-%	2%	2%	2%	2%	%	**	**	**	%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 21**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL5. How satisfied are you with the OVERALL SERVICE PROVIDED by (LANDLINE PROVIDER)? Would you say you are...**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Base for % (Unweighted and weighted)	579	302	217	**	**	164	206	373	**	192	**	483	**	465	210	141	141	279	300
	354	182	134	39	22	100	122	233	11	110	60	292	33	285	126	84	86	168	186
Very satisfied	182	182	-	**	**	45	56	126	**	51	**	172	**	162	71	48	32	84	98
	51%	100%	-%	**	**	45%	46%	54%	**	47%	**	59%	**	57%	56% p	57% p	37%	50%	53%
Fairly satisfied	134	-	134	**	**	41	49	85	**	46	**	103	**	106	44	29	38	63	71
	38%	-%	100% a	**	**	41%	40%	37%	**	42%	**	35%	**	37%	35%	34%	44%	38%	38%
TOTAL SATISFIED	315	182	134	**	**	86	105	211	**	97	**	275	**	268	115	77	70	147	168
	89%	100%	100%	**	**	86%	86%	91%	**	88%	**	94%	**	94%	91% p	91% p	81%	87%	91%
Neither	19	-	-	**	**	6	9	10	**	8	**	12	**	10	6	4	7	11	8
	5%	-%	-%	**	**	6%	8%	4%	**	7%	**	4%	**	4%	5%	5%	8%	7%	4%
Fairly dissatisfied	12	-	-	**	**	2	3	9	**	3	**	4	**	5	4	2	5	7	6
	3%	-%	-%	**	**	2%	2%	4%	**	3%	**	1%	**	2%	3%	2%	5%	4%	3%
Very dissatisfied	7	-	-	**	**	5	5	2	**	2	**	1	**	2	*	1	5	3	4
	2%	-%	-%	**	**	5%	4%	1%	**	2%	**	*%	**	1%	*%	1%	6% n	2%	2%
TOTAL DISSATISFIED	19	-	-	**	**	7	8	11	**	5	**	4	**	7	4	3	9	10	9
	5%	-%	-%	**	**	8%	6%	5%	**	5%	**	1%	**	2%	3%	4%	11% no	6%	5%
Don't know	3	-	-	**	**	-	*	3	**	*	**	3	**	3	1	-	-	3	1

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 21**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL5. How satisfied are you with the OVERALL SERVICE PROVIDED by (LANDLINE PROVIDER)? Would you say you are...**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE a	PASSIVE ~b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ t
Significance Level: 95%																					
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100
Base for % (Unweighted and weighted)	579	195	**	217	**	**	100	245	121	222	101	112	136	130	169	431	132	**	**	**	156
	354	117	51	134	52	8	90	108	75	140	65	75	81	51	129	272	73	63	32	45	99
Very satisfied	182	50	**	77	**	**	36	57	43	82	39	31	40	25	74	142	35	**	**	**	44
	51%	43%	**	58% a	**	**	40%	52% f	58% f	59% f	60% f	42%	49%	48%	58% k	52%	48%	**	**	**	44%
Fairly satisfied	134	55	**	38	**	**	41	40	23	47	24	25	35	21	48	100	30	**	**	**	38
	38%	47% c	**	28%	**	**	45% hi	37%	31%	34%	37%	33%	43%	42%	37%	37%	41%	**	**	**	38%
TOTAL SATISFIED	315	105	**	115	**	**	76	97	67	129	63	56	74	46	122	242	65	**	**	**	82
	89%	90%	**	86%	**	**	85%	89%	89%	93% f	97% fgh	76%	91% k	91% k	94% k	89%	90%	**	**	**	82%
Neither	19	9	**	6	**	**	7	9	3	3	*	9	4	3	2	14	4	**	**	**	11
	5%	8%	**	5%	**	**	7% ij	8% ij	4%	2%	1%	13% ln	5%	6%	1%	5%	6%	**	**	**	12%
Fairly dissatisfied	12	2	**	7	**	**	6	1	4	5	2	4	3	2	4	10	1	**	**	**	2
	3%	2%	**	5%	**	**	6% g	1% g	5% g	4% g	3% g	5%	4%	3%	3%	4%	2%	**	**	**	2%
Very dissatisfied	7	1	**	5	**	**	1	2	2	2	-	5	-	*	2	5	2	**	**	**	5
	2%	1%	**	4% a	**	**	1%	1%	2%	1%	-%	6% lm	-%	1%	2%	2%	3%	**	**	**	5%
TOTAL DISSATISFIED	19	3	**	12	**	**	7	3	5	7	2	9	3	2	6	15	3	**	**	**	6
	5%	2%	**	9% a	**	**	8% g	3% g	7% g	5% g	3% g	12% lmn	4%	4%	4%	6% g	4% g	**	**	**	6%
Don't know	3	2	**	*	**	**	1	1	1	1	1	-	-	1	1	2	1	**	**	**	1
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																					

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 22**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (LANDLINE PROVIDER)? Would you say you are...**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Base for % (Unweighted and weighted)	569	295	213	**	**	161	202	367	**	188	**	475	**	457	208	139	136	276	293
	347	177	131	37	22	98	119	228	11	108	60	286	31	280	124	83	83	167	181
Very satisfied	137	121	15	**	**	32	41	97	**	37	**	131	**	119	55	35	22	59	79
	40%	68%	12%	**	**	32%	34%	42%	**	34%	**	46%	**	43%	44%	43%	27%	35%	44%
		b					e								p	p			
Fairly satisfied	143	50	85	**	**	49	59	84	**	54	**	120	**	119	48	33	35	71	72
	41%	28%	65%	**	**	50%	49%	37%	**	50%	**	42%	**	42%	39%	40%	42%	43%	40%
			a			g	g												
TOTAL SATISFIED	280	171	101	**	**	80	99	181	**	91	**	251	**	238	103	68	57	130	151
	81%	96%	77%	**	**	82%	83%	80%	**	84%	**	88%	**	85%	83%	83%	69%	78%	83%
		b													p	p			
Neither	34	4	17	**	**	10	11	22	**	8	**	19	**	20	11	5	15	20	14
	10%	2%	13%	**	**	10%	9%	10%	**	8%	**	7%	**	7%	9%	6%	18%	12%	8%
			a														no		
Fairly dissatisfied	26	3	12	**	**	5	6	21	**	6	**	15	**	18	8	8	7	14	12
	8%	1%	9%	**	**	5%	5%	9%	**	5%	**	5%	**	6%	6%	9%	9%	8%	7%
			a																
Very dissatisfied	7	-	2	**	**	3	3	4	**	3	**	1	**	3	2	2	3	3	4
	2%	-%	1%	**	**	3%	3%	2%	**	3%	**	*%	**	1%	2%	2%	4%	2%	2%
TOTAL DISSATISFIED	33	3	13	**	**	8	9	24	**	9	**	16	**	21	10	9	11	17	16
	10%	1%	10%	**	**	8%	7%	11%	**	8%	**	6%	**	8%	8%	11%	13%	10%	9%
			a																
Don't know	10	4	2	**	**	2	3	8	**	3	**	9	**	8	3	2	3	4	6

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 22**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (LANDLINE PROVIDER)? Would you say you are...**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE a	PASSIVE ~b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ t
Significance Level: 95%																					
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100
Base for % (Unweighted and weighted)	569	189	**	215	**	**	100	243	118	214	**	109	135	130	164	424	130	**	**	**	157
	347	113	51	132	51	8	89	107	73	134	62	73	81	51	125	267	72	61	31	45	100
Very satisfied	137	30	**	61	**	**	30	39	34	65	**	18	29	21	63	115	22	**	**	**	29
	40%	27%	**	46% a	**	**	34%	36%	47%	48% fg	**	25%	36%	41% k	50% kl	43% p	31%	**	**	**	29%
Fairly satisfied	143	61	**	43	**	**	34	50	27	50	**	32	36	20	45	101	35	**	**	**	40
	41%	54% c	**	32%	**	**	38%	46% i	37%	37%	**	44%	45%	39%	36%	38%	49% o	**	**	**	40%
TOTAL SATISFIED	280	91	**	104	**	**	64	89	61	115	**	51	65	41	107	215	57	**	**	**	68
	81%	81%	**	78%	**	**	72%	83% f	84% f	85% f	**	70%	81%	81%	86% k	81%	80%	**	**	**	69%
Neither	34	12	**	11	**	**	16	10	3	5	**	10	10	5	8	26	7	**	**	**	20
	10%	11%	**	8%	**	**	18% ghi	9% i	4%	4%	**	14% n	12%	10%	6%	10%	10%	**	**	**	21%
Fairly dissatisfied	26	8	**	13	**	**	9	6	6	11	**	10	5	4	6	19	6	**	**	**	9
	8%	7%	**	10%	**	**	10%	6%	8%	8%	**	13% n	7%	7%	5%	7%	9%	**	**	**	9%
Very dissatisfied	7	1	**	5	**	**	1	2	3	4	**	2	*	1	4	6	*	**	**	**	1
	2%	1%	**	3%	**	**	1%	2%	4%	3%	**	3%	1%	2%	3%	2%	1%	**	**	**	1%
TOTAL DISSATISFIED	33	9	**	18	**	**	10	8	8	14	**	12	6	5	10	25	7	**	**	**	11
	10%	8%	**	13%	**	**	11%	8%	12%	11%	**	16% ln	7%	9%	8%	10%	10%	**	**	**	11%
Don't know	10	6	**	2	**	**	2	2	3	7	**	2	1	1	6	7	2	**	**	**	1
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																					

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 23**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL5b. And how satisfied are you with the RELIABILITY of your service from (LANDLINE PROVIDER)? Would you say you are...**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

		LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
					LONGER														
	Total	VERY a	QUITE b	NOT ~c	LAST YEAR ~d	AGO e	EVER f	NEVER g	YES ~h	NO i	ACTIVE /OPEN ~j	NOT INTT'ED k	YES ~l	NO m	£18 n	£18-£23 o	£24+ p	MALE q	FEMALE r
Significance Level: 95%																			
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Base for % (Unweighted and weighted)	577	301	216	**	**	162	202	375	**	189	**	484	**	465	209	140	139	278	299
	353	181	133	37	20	99	119	234	10	108	59	292	33	285	125	84	85	167	186
Very satisfied	232	163	59	**	**	57	72	160	**	68	**	202	**	195	85	64	47	108	124
	66%	90% b	45%	**	**	58%	61%	68% e	**	62%	**	69%	**	68%	68% p	76% p	56%	65%	67%
Fairly satisfied	98	17	68	**	**	32	36	62	**	33	**	75	**	78	36	16	28	45	53
	28%	10%	51% a	**	**	33%	31%	27%	**	30%	**	26%	**	27%	29% o	19%	33% o	27%	29%
TOTAL SATISFIED	331	180	127	**	**	89	109	222	**	101	**	278	**	273	121	80	75	154	177
	94%	100% b	96%	**	**	90%	91%	95%	**	93%	**	95%	**	96%	97% p	95%	89%	92%	95%
Neither	13	1	4	**	**	4	5	8	**	5	**	10	**	9	3	1	5	7	7
	4%	1% a	3%	**	**	5%	4%	4%	**	5%	**	4%	**	3%	3%	1%	6% o	4%	3%
Fairly dissatisfied	6	-	2	**	**	4	4	2	**	2	**	3	**	3	*	1	4	6	*
	2%	0%	1%	**	**	4% g	4% g	1%	**	2%	**	1%	**	1%	1% n	1%	5% n	4% r	1% r
Very dissatisfied	2	-	-	**	**	1	1	1	**	1	**	1	**	-	-	2	-	1	2
	1%	0%	0%	**	**	1%	1%	1%	**	1%	**	1% n	**	0% n	0% n	3% n	0% n	1% n	1% n
TOTAL DISSATISFIED	9	-	2	**	**	5	6	3	**	3	**	4	**	3	*	3	4	7	2
	3%	0%	1%	**	**	5% g	5% g	1%	**	3%	**	1%	**	1%	1% n	4% n	5% n	4% n	1% n
Don't know	5	1	1	**	**	1	3	2	**	2	**	3	**	3	2	*	1	4	1
Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r																			

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 23**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL5b. And how satisfied are you with the RELIABILITY of your service from (LANDLINE PROVIDER)? Would you say you are...**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t	
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158	
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125	
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100	
Base for % (Unweighted and weighted)	577	198	**	213	**	**	100	244	121	221	100	110	134	131	170	429	132	**	**	**	155	
	353	119	51	131	52	8	89	108	75	139	64	73	80	51	130	270	73	63	32	45	98	
Very satisfied	232	64	**	95	**	**	56	72	52	97	45	47	53	33	87	179	48	**	**	**	63	
	66%	54%	**	72% a	**	**	62%	67%	69%	70%	70%	65%	66%	64%	67%	66%	65%	**	**	**	64%	
Fairly satisfied	98	47	**	29	**	**	25	30	21	37	16	17	24	17	35	73	21	**	**	**	24	
	28%	39% c	**	22%	**	**	28%	28%	28%	27%	25%	23%	30%	33%	27%	27%	29%	**	**	**	24%	
TOTAL SATISFIED	331	111	**	124	**	**	81	102	73	134	62	64	77	50	122	252	69	**	**	**	87	
	94%	93%	**	94%	**	**	91%	95%	97% f	96% f	96%	88%	95%	97% k	94%	93%	94%	**	**	**	88%	
Neither	13	7	**	2	**	**	6	2	2	4	2	4	3	*	4	11	2	**	**	**	7	
	4%	6%	**	2%	**	**	6%	2%	3%	3%	3%	6% m	4%	1%	3%	4%	3%	**	**	**	8%	
Fairly dissatisfied	6	1	**	3	**	**	1	2	-	1	1	4	*	1	1	5	2	**	**	**	4	
	2%	1%	**	3%	**	**	2%	1%	-%	1%	1%	6% ln	1%	2%	1%	2%	2%	**	**	**	4%	
Very dissatisfied	2	-	**	2	**	**	1	1	-	-	-	-	-	-	2	2	1	**	**	**	-	
	1%	-%	**	1%	**	**	1%	1%	-%	-%	-%	-%	-%	-%	2%	1%	1%	**	**	**	-%	
TOTAL DISSATISFIED	9	1	**	5	**	**	3	3	-	1	1	4	*	1	3	7	2	**	**	**	4	
	3%	1%	**	4%	**	**	3%	3%	-%	1%	1%	6% l	1%	2%	3%	3%	3%	**	**	**	4%	
Don't know	5	1	**	3	**	**	2	1	1	2	1	2	1	*	1	4	*	**	**	**	2	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 24**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7. Have you or your household ever CHANGED the company that provides your home landline service? IF NECESSARY - This would include changing from one supplier for your whole service to using two suppliers - one for calls and one for line rental IF YES - When did you most recently change supplier for your home landline service?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY a	QUITE b	NOT ~c	LAST YEAR ~d	AGO e	EVER f	NEVER g	YES ~h	NO i	ACTIVE /OPEN ~j	NOT INT'TED k	YES ~l	NO m	UNDER £18 n	£18-£23 o	£24+ p	MALE q	FEMALE r
Significance Level: 95%																			
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Yes - in the last 6 months	13 4%	7 4%	3 2%	** **	** **	- -%	13 10%	- -%	** **	12 11%	** **	12 4%	** **	- -%	6 5%	2 3%	1 2%	9 5%	4 2%
Yes - 6-12 months ago	10 3%	4 2%	5 3%	** **	** **	- -%	10 8%	- -%	** **	8 7%	** **	8 3%	** **	- -%	4 3%	2 3%	2 3%	4 2%	5 3%
Yes - 1-2 years ago	27 8%	15 8%	10 7%	** **	** **	27 27%	27 22%	- -%	** **	25 22%	** **	21 7%	** **	23 8%	9 7%	5 5%	10 11%	5 3%	22 12%
Yes - 3-4 years ago	28 8%	11 6%	13 10%	** **	** **	28 28%	28 23%	- -%	** **	27 25%	** **	22 8%	** **	24 8%	10 8%	9 11%	7 8%	11 6%	17 9%
Yes - more than 4 years ago	44 12%	19 10%	18 14%	** **	** **	44 45%	44 36%	- -%	** **	39 35%	** **	31 10%	** **	34 12%	13 10%	12 14%	14 17%	25 15%	19 10%
No - never changed supplier	236 66%	126 69%	85 64%	** **	** **	- -%	- -%	236 100%	** **	- -%	** **	201 68%	** **	206 72%	85 67%	54 64%	52 60%	117 69%	118 63%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 24**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7. Have you or your household ever CHANGED the company that provides your home landline service? IF NECESSARY - This would include changing from one supplier for your whole service to using two suppliers - one for calls and one for line rental IF YES - When did you most recently change supplier for your home landline service?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t	
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158	
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125	
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100	
Yes - in the last 6 months	13	-	**	7	**	**	2	5	4	5	2	2	3	2	4	11	1	**	**	**	3	
	4%	-%	**	5% a	**	**	2%	5%	5%	4%	2%	3%	4%	5%	3%	4%	2%	**	**	**	3%	
Yes - 6-12 months ago	10	-	**	5	**	**	2	5	1	3	1	2	3	3	1	6	3	**	**	**	4	
	3%	-%	**	4% a	**	**	3%	4%	2%	2%	2%	3%	4%	6% n	1%	2%	5%	**	**	**	4%	
Yes - 1-2 years ago	27	-	**	11	**	**	8	7	7	12	5	7	4	4	12	21	6	**	**	**	8	
	8%	-%	**	9% a	**	**	8%	7%	10%	9%	8%	10%	4%	9%	9%	8%	9%	**	**	**	8%	
Yes - 3-4 years ago	28	12	**	10	**	**	6	13	5	6	1	5	9	4	8	23	5	**	**	**	9	
	8%	10%	**	8%	**	**	6%	12% ij	6%	4%	2%	6%	11%	7%	6%	8%	7%	**	**	**	9%	
Yes - more than 4 years ago	44	16	**	15	**	**	10	13	13	17	4	14	12	6	10	32	10	**	**	**	17	
	12%	13%	**	12%	**	**	11%	12%	18% j	12%	6%	18% n	14%	13%	7%	12%	14%	**	**	**	17%	
No - never changed supplier	236 66%	91 76% c	**	85 63%	**	**	63 69%	66 61%	45 59%	98 69%	53 80% ghi	44 59%	51 63%	32 62%	96 74% km	180 66%	47 64%	**	**	**	60 60%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 25**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQL7a. Did you make this change of provider for your landline service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently**

Base : Those who have ever changed their landline supplier

	Total	LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	e	f	~g	~h	i	~j	k	~l	m	~n	~o	~p	~q	r
Unweighted total	207	95	85	26	43	164	207	-	13	193	47	160	19	135	70	54	58	91	116
Effective Weighted Sample	173	82	75	18	37	137	173	-	9	169	34	140	17	118	61	47	44	71	103
Total	122	56	49	17	22	100	122	-	11	110	28	94	10	82	42	30	35	54	68
Yes	11	**	**	**	**	9	11	-	**	-	**	9	**	6	**	**	**	**	5
	9%	**	**	**	**	9%	9%	-%	**	-%	**	9%	**	7%	**	**	**	**	7%
No	110	**	**	**	**	90	110	-	**	110	**	86	**	75	**	**	**	**	63
	90%	**	**	**	**	91%	90%	-%	**	100%	**	91%	**	92%	**	**	**	**	92%
Don't know	1	**	**	**	**	1	1	-	**	-	**	-	**	1	**	**	**	**	1
	*%	**	**	**	**	1%	*%	-%	**	-%	**	-%	**	1%	**	**	**	**	1%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 25**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQL7a. Did you make this change of provider for your landline service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently**

Base : Those who have ever changed their landline supplier

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	~t	
Unweighted total	207	47	17	84	59	1	32	94	52	75	23	44	54	51	48	154	50	29	22	30	64	
Effective Weighted Sample	173	41	15	66	51	1	30	90	48	70	22	34	48	50	46	128	45	27	21	27	48	
Total	122	28	12	49	33	3	28	43	31	44	13	30	30	20	34	94	26	17	12	18	41	
Yes	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	8	**	**	**	**	**	
9%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	9%	**	**	**	**	**	
No	110	**	**	**	**	**	**	**	**	**	**	**	**	**	**	85	**	**	**	**	**	
90%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	91%	**	**	**	**	**	
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**	**	**	
%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 26**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQL7b. Could you have CHOSEN to stay with your previous supplier when you moved?**

Base : Those who have changed their landline supplier in the last 12 months at the same time as moving home

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
					LAST YEAR	AGO	EVER	NEVER											
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	4	2	-	2	4	-	4	-	4	-	-	4	-	-	1	1	1	3	1
Effective Weighted Sample	4	2	-	2	4	-	4	-	4	-	-	4	-	-	1	1	1	3	1
Total	2	1	-	1	2	-	2	-	2	-	-	2	-	-	1	1	*	2	*
Yes	**	**	-	**	**	-	**	-	**	-	-	**	-	-	**	**	**	**	**
	**	**	-%	**	**	-%	**	-%	**	-%	-%	**	-%	-%	**	**	**	**	**
No	**	**	-	**	**	-	**	-	**	-	-	**	-	-	**	**	**	**	**
	**	**	-%	**	**	-%	**	-%	**	-%	-%	**	-%	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 26**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQL7b. Could you have CHOSEN to stay with your previous supplier when you moved?**

Base : Those who have changed their landline supplier in the last 12 months at the same time as moving home

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INACT- TIVE ~a	PASSIVE ~b	INTER- ESTED ~c	ENG- AGED ~d	16-24 ~e	25-44 ~f	45-64 ~g	65-74 ~h	65+ ~i	75+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	URBAN ~o	RURAL ~p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ ~t	
Significance Level: 95%																						
Unweighted total	4	-	-	4	-	-	1	2	1	1	-	3	1	-	-	3	1	-	-	-	4	
Effective Weighted Sample	4	-	-	4	-	-	1	2	1	1	-	3	1	-	-	3	1	-	-	-	4	
Total	2	-	-	2	-	-	1	1	1	1	-	2	1	-	-	2	1	-	-	-	2	
Yes	**	-	-	**	-	-	**	**	**	**	-	**	**	-	-	**	**	-	-	-	**	
	**	-%	-%	**	-%	-%	**	**	**	**	-%	**	**	-%	-%	**	**	-%	-%	-%	**	
No	**	-	-	**	-	-	**	**	**	**	-	**	**	-	-	**	**	-	-	-	**	
	**	-%	-%	**	-%	-%	**	**	**	**	-%	**	**	-%	-%	**	**	-%	-%	-%	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 27**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQL7c. Which provider did you use for your home landline service before switching to (LANDLINE PROVIDER)?**

Base : Those who have changed their landline supplier in the last 12 months

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
					LAST YEAR	AGO	EVER	NEVER											
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	43	21	15	6	43	-	43	-	4	39	4	39	-	-	18	9	7	25	18
Effective Weighted Sample	37	19	13	5	37	-	37	-	4	34	3	34	-	-	16	8	6	22	16
Total	22	11	8	3	22	-	22	-	2	20	2	20	-	-	10	5	4	13	10
BT	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Talk Talk/ Carphone Warehouse/ Tiscali	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Sky Talk	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Virgin Media (NTL/ TeleWest)	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Southern Electric	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Other	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Don't know	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 27**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQL7c. Which provider did you use for your home landline service before switching to (LANDLINE PROVIDER)?**

Base : Those who have changed their landline supplier in the last 12 months

		LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	43	-	-	23	20	-	5	23	10	15	5	8	11	15	7	33	10	6	7	5	15	
Effective Weighted Sample	37	-	-	20	17	-	5	22	9	14	5	7	10	15	7	28	9	5	7	4	13	
Total	22	-	-	12	10	-	4	10	5	8	3	5	6	5	5	18	5	3	3	4	7	
BT	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Talk Talk/ Carphone Warehouse/ Tiscali	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Sky Talk	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Virgin Media (NTL/ TeleWest)	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Southern Electric	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Other	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 28**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQL7d. Which one of these best describes how you switched from (PREVIOUS LANDLINE PROVIDER) to (LANDLINE PROVIDER) for your home landline service?**

Base : Those who have changed their landline supplier in the last 12 months

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
					LONGER										UNDER				
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	£18	£18-£23	£24+	MALE	FEMALE
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Significance Level: 95%																			
Unweighted total	43	21	15	6	43	-	43	-	4	39	4	39	-	-	18	9	7	25	18
Effective Weighted Sample	37	19	13	5	37	-	37	-	4	34	3	34	-	-	16	8	6	22	16
Total	22	11	8	3	22	-	22	-	2	20	2	20	-	-	10	5	4	13	10
I contacted my new supplier to start the switch. My new supplier then arranged the switch for me.	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
I had to arrange when the old service stopped and the new service started. I contacted my old supplier to tell them I wanted to cancel. I contacted my new supplier to tell them I wanted to start using their service.	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Can't remember	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 28**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQL7d. Which one of these best describes how you switched from (PREVIOUS LANDLINE PROVIDER) to (LANDLINE PROVIDER) for your home landline service?**

Base : Those who have changed their landline supplier in the last 12 months

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	16-24 ~e	25-44 ~f	45-64 ~g	65-74 ~h	65+ ~i	75+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	URBAN ~o	RURAL ~p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ ~t	
Significance Level: 95%																						
Unweighted total	43	-	-	23	20	-	5	23	10	15	5	8	11	15	7	33	10	6	7	5	15	
Effective Weighted Sample	37	-	-	20	17	-	5	22	9	14	5	7	10	15	7	28	9	5	7	4	13	
Total	22	-	-	12	10	-	4	10	5	8	3	5	6	5	5	18	5	3	3	4	7	
I contacted my new supplier to start the switch. My new supplier then arranged the switch for me.	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I had to arrange when the old service stopped and the new service started. I contacted my old supplier to tell them I wanted to cancel. I contacted my new supplier to tell them I wanted to start using their service.	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Can't remember	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 29**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7da. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed their landline supplier in the last 12 months

	Total	LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	43	21	15	6	43	-	43	-	4	39	4	39	-	-	18	9	7	25	18
Effective Weighted Sample	37	19	13	5	37	-	37	-	4	34	3	34	-	-	16	8	6	22	16
Total	22	11	8	3	22	-	22	-	2	20	2	20	-	-	10	5	4	13	10
Before I started considering using an alternative provider	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
While I was considering or comparing alternative providers	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
After I had spoken to my new provider and agreed to switch but not actually placed an order	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
After I had signed up or placed an order with my new provider	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Don't know	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 29**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7da. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed their landline supplier in the last 12 months

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	43	-	-	23	20	-	5	23	10	15	5	8	11	15	7	33	10	6	7	5	15	
Effective Weighted Sample	37	-	-	20	17	-	5	22	9	14	5	7	10	15	7	28	9	5	7	4	13	
Total	22	-	-	12	10	-	4	10	5	8	3	5	6	5	5	18	5	3	3	4	7	
Before I started considering using an alternative provider	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
While I was considering or comparing alternative providers	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
After I had spoken to my new provider and agreed to switch but not actually placed an order	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
After I had signed up or placed an order with my new provider	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 30**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7db. And did you have to pay an early termination or cancellation charge to (PREVIOUS LANDLINE PROVIDER) in order to leave your contract with them?**

Base : Those who have changed their landline supplier in the last 12 months

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	43	21	15	6	43	-	43	-	4	39	4	39	-	-	18	9	7	25	18
Effective Weighted Sample	37	19	13	5	37	-	37	-	4	34	3	34	-	-	16	8	6	22	16
Total	22	11	8	3	22	-	22	-	2	20	2	20	-	-	10	5	4	13	10
Yes	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
No	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Don't know	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 30**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7db. And did you have to pay an early termination or cancellation charge to (PREVIOUS LANDLINE PROVIDER) in order to leave your contract with them?**

Base : Those who have changed their landline supplier in the last 12 months

		LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	43	-	-	23	20	-	5	23	10	15	5	8	11	15	7	33	10	6	7	5	15	
Effective Weighted Sample	37	-	-	20	17	-	5	22	9	14	5	7	10	15	7	28	9	5	7	4	13	
Total	22	-	-	12	10	-	4	10	5	8	3	5	6	5	5	18	5	3	3	4	7	
Yes	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 31**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQL7e. Did you receive any OTHER services from (PREVIOUS LANDLINE PROVIDER) as well as your landline service at the time you switched to (LANDLINE PROVIDER)? IF YES: Which other services did you receive from (PREVIOUS LANDLINE PROVIDER)?**

Base : Those who have changed their landline supplier in the last 12 months

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY ~a	QUITE ~b	NOT ~c	LAST YEAR ~d	LONGER			YES ~h	NO ~i	ACTIVE /OPEN ~j	NOT INT'TED ~k	YES ~l	NO ~m	UNDER £18 ~n	£18-£23 ~o	£24+ ~p	MALE ~q	FEMALE ~r
						AGO ~e	EVER ~f	NEVER ~g											
Significance Level: 95%																			
Unweighted total	43	21	15	6	43	-	43	-	4	39	4	39	-	-	18	9	7	25	18
Effective Weighted Sample	37	19	13	5	37	-	37	-	4	34	3	34	-	-	16	8	6	22	16
Total	22	11	8	3	22	-	22	-	2	20	2	20	-	-	10	5	4	13	10
No, did not receive any other services	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Fixed broadband service	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
TV service	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Mobile broadband service	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 31**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQL7e. Did you receive any OTHER services from (PREVIOUS LANDLINE PROVIDER) as well as your landline service at the time you switched to (LANDLINE PROVIDER)? IF YES: Which other services did you receive from (PREVIOUS LANDLINE PROVIDER)?**

Base : Those who have changed their landline supplier in the last 12 months

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	16-24 ~e	25-44 ~f	45-64 ~g	65-74 ~h	65+ ~i	75+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	URBAN ~o	RURAL ~p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ ~t
Significance Level: 95%																					
Unweighted total	43	-	-	23	20	-	5	23	10	15	5	8	11	15	7	33	10	6	7	5	15
Effective Weighted Sample	37	-	-	20	17	-	5	22	9	14	5	7	10	15	7	28	9	5	7	4	13
Total	22	-	-	12	10	-	4	10	5	8	3	5	6	5	5	18	5	3	3	4	7
No, did not receive any other services	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband service	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile broadband service	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 32**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQL7f. You said you received (SERVICES AT NQL7E) from (PREVIOUS LANDLINE PROVIDER). Did you get these services as a package/ bundle or separate services?**

Base : Those who received other services from their previous landline supplier at the time they switched

	Total	LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
		VERY ~a	QUITE ~b	NOT ~c	LAST YEAR ~d	AGO ~e	EVER ~f	NEVER ~g	YES ~h	NO ~i	ACTIVE /OPEN ~j	NOT INT'TED ~k	YES ~l	NO ~m	UNDER £18 ~n	£18-£23 ~o	£24+ ~p	MALE ~q	FEMALE ~r
Significance Level: 95%																			
Unweighted total	13	6	5	2	13	-	13	-	3	10	1	12	-	-	6	3	1	8	5
Effective Weighted Sample	11	6	5	2	11	-	11	-	3	10	1	10	-	-	5	3	1	7	5
Total	6	2	2	1	6	-	6	-	2	4	*	6	-	-	3	2	*	4	2
Landline service	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Fixed broadband service	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
TV service	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Mobile broadband service	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
All separate services	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 32**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQL7f. You said you received (SERVICES AT NQL7E) from (PREVIOUS LANDLINE PROVIDER). Did you get these services as a package/ bundle or separate services?**

Base : Those who received other services from their previous landline supplier at the time they switched

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	13	-	-	9	4	-	1	9	1	3	2	3	5	4	-	9	4	1	-	1	6	
Effective Weighted Sample	11	-	-	8	4	-	1	9	1	3	2	3	5	4	-	7	4	1	-	1	5	
Total	6	-	-	4	2	-	1	4	1	1	1	2	2	1	-	4	2	*	-	*	3	
Landline service	**	-	-	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	-	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	-%	**	**	
Fixed broadband service	**	-	-	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	-	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	-%	**	**	
TV service	**	-	-	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	-	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	-%	**	**	
Mobile broadband service	**	-	-	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	-	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	-%	**	**	
All separate services	**	-	-	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	-	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	-%	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 33**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7b. How easy or difficult was it/ do you think it would be to change the supplier of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

		LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
					LONGER										UNDER				
	Total	VERY a	QUITE b	NOT ~c	LAST YEAR ~d	AGO e	EVER f	NEVER g	YES ~h	NO i	ACTIVE /OPEN ~j	NOT INT'TED k	YES ~l	NO m	£18 n	£18-£23 o	£24+ p	MALE q	FEMALE r
Significance Level: 95%																			
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Very easy	131	79	38	**	**	53	69	62	**	63	**	111	**	102	48	35	30	55	76
	37%	43%	29%	**	**	54%	56%	26%	**	57%	**	38%	**	35%	38%	41%	35%	32%	41%
		b				g	g												
Fairly easy	131	52	67	**	**	40	46	85	**	40	**	103	**	106	50	29	33	74	57
	37%	29%	50%	**	**	40%	37%	36%	**	36%	**	35%	**	37%	40%	34%	38%	43%	30%
		a																r	
TOTAL EASY	262	131	106	**	**	93	114	148	**	103	**	214	**	207	98	63	63	129	133
	73%	72%	79%	**	**	93%	94%	63%	**	93%	**	72%	**	72%	77%	75%	74%	76%	71%
						g	g												
Fairly difficult	23	8	10	**	**	3	4	20	**	4	**	17	**	14	6	6	8	12	12
	7%	4%	7%	**	**	3%	3%	8%	**	3%	**	6%	**	5%	5%	7%	9%	7%	6%
								ef											
Very difficult	24	13	6	**	**	4	4	21	**	4	**	20	**	22	10	8	5	8	16
	7%	7%	5%	**	**	4%	3%	9%	**	3%	**	7%	**	8%	8%	9%	6%	5%	9%
								ef											
TOTAL DIFFICULT	48	21	16	**	**	6	7	41	**	7	**	37	**	36	16	13	13	20	28
	13%	12%	12%	**	**	6%	6%	17%	**	6%	**	13%	**	13%	13%	16%	15%	12%	15%
								ef											
Don't know	48	30	12	**	**	1	1	47	**	1	**	44	**	45	12	8	10	22	26
	13%	16%	9%	**	**	1%	%	20%	**	1%	**	15%	**	16%	10%	9%	11%	13%	14%
		b						ef											

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 33**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7b. How easy or difficult was it/ do you think it would be to change the supplier of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t	
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158	
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125	
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100	
Very easy	131	31	**	48	**	**	36	46	27	48	20	27	33	21	45	101	29	**	**	**	37	
	37%	26%	**	35%	**	**	40%	43%	36%	34%	31%	37%	40%	41%	34%	37%	39%	**	**	**	37%	
Fairly easy	131	47	**	47	**	**	33	39	29	45	16	30	31	20	42	105	21	**	**	**	45	
	37%	40%	**	35%	**	**	37%	36%	38%	32%	25%	41%	38%	39%	32%	38%	29%	**	**	**	45%	
							j	j														
TOTAL EASY	262	78	**	95	**	**	70	86	56	92	36	58	64	41	86	206	50	**	**	**	82	
	73%	66%	**	70%	**	**	77%	79%	74%	65%	56%	77%	78%	80%	66%	75%	68%	**	**	**	81%	
							ij	ij	j				n	n								
Fairly difficult	23	8	**	6	**	**	9	8	2	6	5	5	6	5	7	15	8	**	**	**	9	
	7%	7%	**	5%	**	**	10%	7%	2%	5%	7%	7%	7%	10%	5%	6%	11%	**	**	**	9%	
							h															
Very difficult	24	7	**	15	**	**	7	6	8	11	3	10	4	1	9	16	8	**	**	**	6	
	7%	6%	**	11%	**	**	8%	6%	11%	8%	4%	13%	5%	3%	7%	6%	10%	**	**	**	6%	
												lm										
TOTAL DIFFICULT	48	15	**	21	**	**	17	14	10	17	8	15	10	7	15	31	15	**	**	**	16	
	13%	13%	**	16%	**	**	18%	13%	13%	12%	11%	20%	12%	13%	12%	11%	21%	**	**	**	15%	
																o						
Don't know	48	25	**	19	**	**	5	9	10	31	22	2	8	4	29	37	8	**	**	**	3	
	13%	21%	**	14%	**	**	5%	8%	13%	22%	33%	3%	10%	7%	22%	14%	11%	**	**	**	3%	
										fgh	fghi	k			klm							

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 34**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7b. How easy or difficult was it/ do you think it would be to change the supplier of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed their landline supplier

	Total	LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	~f	g	~h	~i	~j	k	~l	m	n	~o	~p	q	r
Unweighted total	378	207	132	34	-	-	-	378	-	-	45	329	34	335	142	87	83	193	185
Effective Weighted Sample	318	179	107	29	-	-	-	318	-	-	39	275	29	281	124	72	71	154	164
Total	236	126	85	22	-	-	-	236	-	-	32	201	22	206	85	54	52	117	118
Very easy	62	39	18	**	-	-	-	62	-	-	**	56	**	56	25	**	**	33	29
	26%	31%	21%	**	-%	-%	-%	26%	-%	-%	**	28%	**	27%	30%	**	**	28%	25%
Fairly easy	85	39	42	**	-	-	-	85	-	-	**	69	**	73	34	**	**	46	39
	36%	31%	49%	**	-%	-%	-%	36%	-%	-%	**	34%	**	36%	40%	**	**	40%	33%
			a																
TOTAL EASY	148	78	60	**	-	-	-	148	-	-	**	125	**	129	59	**	**	80	68
	63%	62%	70%	**	-%	-%	-%	63%	-%	-%	**	62%	**	63%	70%	**	**	68%	58%
Fairly difficult	20	7	8	**	-	-	-	20	-	-	**	15	**	14	5	**	**	10	10
	8%	6%	10%	**	-%	-%	-%	8%	-%	-%	**	8%	**	7%	6%	**	**	8%	9%
Very difficult	21	12	4	**	-	-	-	21	-	-	**	17	**	19	8	**	**	7	14
	9%	9%	5%	**	-%	-%	-%	9%	-%	-%	**	9%	**	9%	9%	**	**	6%	12%
TOTAL DIFFICULT	41	18	13	**	-	-	-	41	-	-	**	33	**	33	13	**	**	17	24
	17%	15%	15%	**	-%	-%	-%	17%	-%	-%	**	16%	**	16%	16%	**	**	14%	20%
Don't know	47	29	12	**	-	-	-	47	-	-	**	43	**	44	12	**	**	21	26
	20%	23%	15%	**	-%	-%	-%	20%	-%	-%	**	22%	**	21%	15%	**	**	18%	22%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 34**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7b. How easy or difficult was it/ do you think it would be to change the supplier of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed their landline supplier

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	~b	c	~d	~e	~f	g	~h	i	~j	~k	~l	~m	n	o	~p	~q	~r	~s	~t	
Unweighted total	378	152	63	134	29	2	70	152	71	150	79	68	82	81	123	281	83	69	34	49	94	
Effective Weighted Sample	318	124	51	119	25	2	66	145	67	142	75	60	72	63	112	236	71	63	30	41	76	
Total	236	91	40	85	19	5	63	66	45	98	53	44	51	32	96	180	47	46	20	27	60	
Very easy	62	18	**	20	**	**	**	19	**	22	**	**	**	**	23	49	**	**	**	**	**	
	26%	20%	**	23%	**	**	**	28%	**	23%	**	**	**	**	24%	27%	**	**	**	**	**	
Fairly easy	85	33	**	28	**	**	**	27	**	31	**	**	**	**	33	67	**	**	**	**	**	
	36%	36%	**	33%	**	**	**	41%	**	32%	**	**	**	**	34%	37%	**	**	**	**	**	
TOTAL EASY	148	52	**	48	**	**	**	46	**	53	**	**	**	**	55	116	**	**	**	**	**	
	63%	57%	**	57%	**	**	**	69%	**	54%	**	**	**	**	58%	65%	**	**	**	**	**	
								i														
Fairly difficult	20	8	**	5	**	**	**	6	**	5	**	**	**	**	5	13	**	**	**	**	**	
	8%	9%	**	6%	**	**	**	9%	**	6%	**	**	**	**	5%	7%	**	**	**	**	**	
Very difficult	21	7	**	13	**	**	**	5	**	8	**	**	**	**	7	14	**	**	**	**	**	
	9%	7%	**	16%	**	**	**	8%	**	9%	**	**	**	**	8%	8%	**	**	**	**	**	
				a																		
TOTAL DIFFICULT	41	15	**	18	**	**	**	11	**	14	**	**	**	**	12	26	**	**	**	**	**	
	17%	16%	**	22%	**	**	**	17%	**	14%	**	**	**	**	13%	15%	**	**	**	**	**	
Don't know	47	25	**	19	**	**	**	9	**	31	**	**	**	**	29	37	**	**	**	**	**	
	20%	27%	**	22%	**	**	**	14%	**	31%	**	**	**	**	30%	21%	**	**	**	**	**	
								g														

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 35**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7bb. What was difficult?**

Base : Those who have changed their landline supplier in the last 12 months and found it difficult

	Total	LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	2	1	-	1	2	-	2	-	-	2	1	1	-	-	1	1	-	1	1
Effective Weighted Sample	2	1	-	1	2	-	2	-	-	2	1	1	-	-	1	1	-	1	1
Total	1	*	-	*	1	-	1	-	-	1	*	*	-	-	*	*	-	*	*
Difficult to get through to the previous supplier to cancel the service	**	**	-	**	**	-	**	-	-	**	**	**	-	-	**	**	-	**	**
	**	**	-%	**	**	-%	**	-%	-%	**	**	**	-%	-%	**	**	-%	**	**
Temporary loss or disruption of your landline service during the switch	**	**	-	**	**	-	**	-	-	**	**	**	-	-	**	**	-	**	**
	**	**	-%	**	**	-%	**	-%	-%	**	**	**	-%	-%	**	**	-%	**	**
Previous supplier kept sending bills for the cancelled service	**	**	-	**	**	-	**	-	-	**	**	**	-	-	**	**	-	**	**
	**	**	-%	**	**	-%	**	-%	-%	**	**	**	-%	-%	**	**	-%	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 35**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7bb. What was difficult?**

Base : Those who have changed their landline supplier in the last 12 months and found it difficult

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	16-24 ~e	25-44 ~f	45-64 ~g	65-74 ~h	65+ ~i	75+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	URBAN ~o	RURAL ~p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ ~t	
Significance Level: 95%																						
Unweighted total	2	-	-	-	2	-	-	1	1	1	-	1	-	1	-	1	1	-	-	-	1	
Effective Weighted Sample	2	-	-	-	2	-	-	1	1	1	-	1	-	1	-	1	1	-	-	-	1	
Total	1	-	-	-	1	-	-	*	*	*	-	*	-	*	-	*	*	-	-	-	*	
Difficult to get through to the previous supplier to cancel the service	**	-	-	-	**	-	-	**	**	**	-	**	-	**	-	**	**	-	-	-	**	
	**	-%	-%	-%	**	-%	-%	**	**	**	-%	**	-%	**	-%	**	**	-%	-%	-%	**	
Temporary loss or disruption of your landline service during the switch	**	-	-	-	**	-	-	**	**	**	-	**	-	**	-	**	**	-	-	-	**	
	**	-%	-%	-%	**	-%	-%	**	**	**	-%	**	-%	**	-%	**	**	-%	-%	-%	**	
Previous supplier kept sending bills for the cancelled service	**	-	-	-	**	-	-	**	**	**	-	**	-	**	-	**	**	-	-	-	**	
	**	-%	-%	-%	**	-%	-%	**	**	**	-%	**	-%	**	-%	**	**	-%	-%	-%	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 36**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7ca. Thinking about when you switched your landline service, did you experience any difficulties with any of the following?**

Base : Those who have changed their landline supplier in the last 12 months

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Significance Level: 95%																			
Unweighted total	43	21	15	6	43	-	43	-	4	39	4	39	-	-	18	9	7	25	18
Effective Weighted Sample	37	19	13	5	37	-	37	-	4	34	3	34	-	-	16	8	6	22	16
Total	22	11	8	3	22	-	22	-	2	20	2	20	-	-	10	5	4	13	10
Previous supplier kept trying to persuade us to stay	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Previous supplier kept sending bills for the cancelled service	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Technical issues getting the new service up and running	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Having to pay a cancellation or early termination charge to your previous supplier	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Arranging for the old and new services to stop and start at the right time	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Keeping your phone number	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 36**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7ca. Thinking about when you switched your landline service, did you experience any difficulties with any of the following?**

Base : Those who have changed their landline supplier in the last 12 months

		LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	LONGER AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Significance Level: 95%																			
Unweighted total	43	21	15	6	43	-	43	-	4	39	4	39	-	-	18	9	7	25	18
Effective Weighted Sample	37	19	13	5	37	-	37	-	4	34	3	34	-	-	16	8	6	22	16
Total	22	11	8	3	22	-	22	-	2	20	2	20	-	-	10	5	4	13	10
Delay in receiving equipment from your current supplier (i.e. the company you switched to)	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Comparing the different offers available for landline services when looking to switch	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Difficult to get through to the previous supplier to cancel the service	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Temporary loss or disruption of your landline service during the switch	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Having to pay more than one company to provide a service, to make sure you didn't lose that service	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 36**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7ca. Thinking about when you switched your landline service, did you experience any difficulties with any of the following?**

Base : Those who have changed their landline supplier in the last 12 months

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	43	21	15	6	43	-	43	-	4	39	4	39	-	-	18	9	7	25	18
Effective Weighted Sample	37	19	13	5	37	-	37	-	4	34	3	34	-	-	16	8	6	22	16
Total	22	11	8	3	22	-	22	-	2	20	2	20	-	-	10	5	4	13	10
Knowing what steps you needed to take to switch from one supplier to another	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
None of these/ did not experience any difficulties	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 36**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7ca. Thinking about when you switched your landline service, did you experience any difficulties with any of the following?**

Base : Those who have changed their landline supplier in the last 12 months

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	43	-	-	23	20	-	5	23	10	15	5	8	11	15	7	33	10	6	7	5	15	
Effective Weighted Sample	37	-	-	20	17	-	5	22	9	14	5	7	10	15	7	28	9	5	7	4	13	
Total	22	-	-	12	10	-	4	10	5	8	3	5	6	5	5	18	5	3	3	4	7	
Previous supplier kept trying to persuade us to stay	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Previous supplier kept sending bills for the cancelled service	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Technical issues getting the new service up and running	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Having to pay a cancellation or early termination charge to your previous supplier	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Arranging for the old and new services to stop and start at the right time	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Keeping your phone number	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 36**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7ca. Thinking about when you switched your landline service, did you experience any difficulties with any of the following?**

Base : Those who have changed their landline supplier in the last 12 months

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	43	-	-	23	20	-	5	23	10	15	5	8	11	15	7	33	10	6	7	5	15	
Effective Weighted Sample	37	-	-	20	17	-	5	22	9	14	5	7	10	15	7	28	9	5	7	4	13	
Total	22	-	-	12	10	-	4	10	5	8	3	5	6	5	5	18	5	3	3	4	7	
Delay in receiving equipment from your current supplier (i.e. the company you switched to)	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Comparing the different offers available for landline services when looking to switch	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Difficult to get through to the previous supplier to cancel the service	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Temporary loss or disruption of your landline service during the switch	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Having to pay more than one company to provide a service, to make sure you didn't lose that service	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 36**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7ca. Thinking about when you switched your landline service, did you experience any difficulties with any of the following?**

Base : Those who have changed their landline supplier in the last 12 months

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	43	-	-	23	20	-	5	23	10	15	5	8	11	15	7	33	10	6	7	5	15	
Effective Weighted Sample	37	-	-	20	17	-	5	22	9	14	5	7	10	15	7	28	9	5	7	4	13	
Total	22	-	-	12	10	-	4	10	5	8	3	5	6	5	5	18	5	3	3	4	7	
Knowing what steps you needed to take to switch from one supplier to another	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
None of these/ did not experience any difficulties	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 37**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL8. What is your current thinking regarding changing the company that provides your home landline service? Are you...**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Actively looking for a new home landline service supplier at the moment	15 4%	* *%	3 2% a	** **	** **	8 8% g	8 6%	7 3%	** **	5 5%	** **	- -%	** **	- -%	4 3%	3 3%	8 9% no	6 3%	9 5%
Open to the idea of a new home landline service supplier	45 13%	8 5%	26 19% a	** **	** **	18 18% g	20 17%	25 11%	** **	20 18%	** **	- -%	** **	25 9%	19 15%	11 14%	12 14%	25 15%	20 11%
Not interested in a new home landline service supplier	295 82%	172 95% b	103 77%	** **	** **	74 74%	94 77%	201 85% ef	** **	86 78%	** **	295 100%	** **	261 91%	103 81%	70 83%	66 76%	139 82%	156 83%
Don't know	2 1%	1 *%	2 1%	** **	** **	- -%	- -%	2 1%	** **	- -%	** **	- -%	** **	2 1%	1 1%	- -%	1 1%	1 *%	2 1%
Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r																			

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 37**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL8. What is your current thinking regarding changing the company that provides your home landline service? Are you...**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t	
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158	
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125	
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100	
Actively looking for a new home landline service supplier at the moment	15 4%	- -%	** **	13 10% a	** **	** **	4 4%	3 3%	4 5%	5 3%	1 1%	6 8% m	5 6% m	* 1%	4 3%	11 4%	3 5%	** **	** **	** **	9 9%	
Open to the idea of a new home landline service supplier	45 13%	- -%	** **	22 16% a	** **	** **	20 22% ghij	13 12% j	8 10%	11 8%	3 5%	14 19% n	12 15%	6 12%	10 8%	33 12%	11 15%	** **	** **	** **	21 21%	
Not interested in a new home landline service supplier	295 82%	118 99% c	** **	99 74%	** **	** **	67 73%	91 84% f	64 85% f	124 88% f	60 92% fg	54 73%	65 79%	45 87% k	114 88% k	228 83%	58 79%	** **	** **	** **	71 70%	
Don't know	2 1%	1 1%	** **	* *%	** **	** **	- -%	1 1%	- -%	1 1%	1 2%	- -%	- -%	- -%	2 2%	2 1%	1 1%	** **	** **	** **	- -%	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 38**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL9a. Have you considered changing the company that provides your home landline service? IF NECESSARY - This would include changing from one supplier for your whole service to using two suppliers - one for calls and one for line rental IF YES - When did you most recently consider changing supplier for your home landline service?**

Base : Those who have not changed landline service supplier in the last 12 months and who are not actively looking for a new landline service supplier at the moment

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER			MALE	FEMALE
		a	b	~c	LAST YEAR ~d	AGO e	EVER f	NEVER g	~h	i	~j	k	~l	m	£18 n	£18-£23 o	£24+ p	q	r
Significance Level: 95%																			
Unweighted total	523	280	197	41	-	154	154	369	8	145	69	450	53	470	187	128	126	253	270
Effective Weighted Sample	444	242	163	35	-	135	135	310	7	127	59	381	45	399	164	107	109	205	240
Total	320	170	123	24	-	92	92	228	6	85	43	275	33	288	113	77	74	153	168
Yes - in the last 6 months	23	5	11	**	-	7	7	16	**	7	**	9	**	-	8	7	5	13	9
	7%	3%	9%	**	-%	7%	7%	7%	**	8%	**	3%	**	-%	7%	8%	6%	9%	6%
			a																
Yes - 6-12 months ago	10	4	5	**	-	3	3	6	**	3	**	5	**	-	5	3	2	4	6
	3%	2%	4%	**	-%	4%	4%	3%	**	4%	**	2%	**	-%	4%	3%	2%	3%	3%
Yes - 1-2 years ago	11	4	5	**	-	4	4	7	**	4	**	8	**	11	3	4	4	4	7
	4%	3%	4%	**	-%	5%	5%	3%	**	5%	**	3%	**	4%	3%	5%	5%	3%	4%
Yes - 3-4 years ago	2	2	*	**	-	-	-	2	**	-	**	2	**	2	*	*	1	2	*
	1%	1%	*%	**	-%	-%	-%	1%	**	-%	**	1%	**	1%	*%	1%	1%	1%	*%
Yes - more than 4 years ago	3	*	1	**	-	-	-	3	**	-	**	2	**	3	*	2	1	1	2
	1%	*%	1%	**	-%	-%	-%	1%	**	-%	**	1%	**	1%	*%	2%	2%	1%	1%
No - never considered changing supplier	263	149	98	**	-	75	75	188	**	70	**	239	**	263	91	62	60	125	138
	82%	87%	80%	**	-%	81%	81%	82%	**	81%	**	87%	**	91%	81%	80%	81%	82%	82%
		b																	
No - can't change, only one supplier in the area	8	7	1	**	-	3	3	6	**	1	**	8	**	8	5	*	2	3	5
	3%	4%	1%	**	-%	3%	3%	2%	**	1%	**	3%	**	3%	4%	*%	3%	2%	3%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 38**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL9a. Have you considered changing the company that provides your home landline service? IF NECESSARY - This would include changing from one supplier for your whole service to using two suppliers - one for calls and one for line rental IF YES - When did you most recently consider changing supplier for your home landline service?**

Base : Those who have not changed landline service supplier in the last 12 months and who are not actively looking for a new landline service supplier at the moment

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE a	PASSIVE ~b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 ~f	45-64 g	65-74 h	65+ i	75+ ~j	AB ~k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ t
Significance Level: 95%																					
Unweighted total	523	199	80	179	65	2	93	216	107	203	96	97	119	116	159	389	118	88	48	72	133
Effective Weighted Sample	444	165	66	158	56	2	87	207	100	191	91	86	105	96	146	330	103	80	43	62	109
Total	320	119	52	109	40	5	83	95	67	128	62	63	71	46	122	245	65	57	28	40	84
Yes - in the last 6 months	23 7%	- -%	** **	3 3% a	** **	** **	** **	6 7%	5 7%	6 5%	** **	** **	6 8%	3 6%	8 7%	16 7%	6 9%	** **	** **	** **	9 11%
Yes - 6-12 months ago	10 3%	- -%	** **	2 2%	** **	** **	** **	5 5% hi	- -%	1 *%	** **	** **	2 3%	1 3%	1 *%	8 3%	2 3%	** **	** **	** **	7 8%
Yes - 1-2 years ago	11 4%	4 4%	** **	4 4%	** **	** **	** **	3 3%	1 2%	1 1%	** **	** **	3 4%	1 3%	4 3%	7 3%	4 6%	** **	** **	** **	3 4%
Yes - 3-4 years ago	2 1%	- -%	** **	1 1%	** **	** **	** **	1 1%	1 2%	1 1%	** **	** **	- -%	- -%	1 1%	2 1%	1 1%	** **	** **	** **	1 1%
Yes - more than 4 years ago	3 1%	1 1%	** **	2 2%	** **	** **	** **	* *% g	1 2%	2 2%	** **	** **	- -%	1 2%	1 1%	3 1%	- -%	** **	** **	** **	* 1%
No - never considered changing supplier	263 82%	109 91%	** **	96 88%	** **	** **	** **	77 81%	56 85%	114 89% g	** **	** **	58 83%	38 83%	102 84%	205 84%	50 77%	** **	** **	** **	62 74%
No - can't change, only one supplier in the area	8 3%	5 4%	** **	1 1%	** **	** **	** **	3 4%	2 2%	3 2%	** **	** **	1 2%	1 3%	4 3%	4 2%	3 5%	** **	** **	** **	1 2%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 39**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL9b. And did you actively START LOOKING for an alternative landline service supplier?**

Base : Those who have considered changing their landline service supplier in the last 12 months

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	53	16	25	12	-	19	19	34	-	19	28	25	53	-	21	16	10	31	22
Effective Weighted Sample	45	13	22	10	-	17	17	29	-	17	24	21	45	-	19	13	9	26	19
Total	33	8	16	8	-	10	10	22	-	10	18	14	33	-	13	9	7	18	15
Yes	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
No	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 39**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL9b. And did you actively START LOOKING for an alternative landline service supplier?**

Base : Those who have considered changing their landline service supplier in the last 12 months

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	53	-	8	8	37	-	17	25	8	11	3	14	14	11	12	37	15	8	1	5	25	
Effective Weighted Sample	45	-	7	6	32	-	16	24	8	10	3	12	13	11	11	32	13	8	1	4	21	
Total	33	-	5	5	23	-	15	11	5	7	2	10	8	4	9	24	8	5	1	4	16	
Yes	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 40**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different landline supplier?**

Base : Those who have considered changing their landline service supplier in the last 12 months

		LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
		~a	~b	~c	LAST YEAR	AGO	EVER	NEVER	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Significance Level: 95%																			
Unweighted total	53	16	25	12	-	19	19	34	-	19	28	25	53	-	21	16	10	31	22
Effective Weighted Sample	45	13	22	10	-	17	17	29	-	17	24	21	45	-	19	13	9	26	19
Total	33	8	16	8	-	10	10	22	-	10	18	14	33	-	13	9	7	18	15
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
Too much hassle to set up the new service	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
Too busy/ don't have time to research the options	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
Happy/ satisfied/ content with my current supplier	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
Tied to fixed length contract with my current provider	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
Current provider improved their offer	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
It's not clear what steps I would need to take to switch supplier	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 40**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different landline supplier?**

Base : Those who have considered changing their landline service supplier in the last 12 months

		LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER			MALE	FEMALE
		~a	~b	~c	LAST YEAR	AGO	EVER	NEVER	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Significance Level: 95%																			
Unweighted total	53	16	25	12	-	19	19	34	-	19	28	25	53	-	21	16	10	31	22
Effective Weighted Sample	45	13	22	10	-	17	17	29	-	17	24	21	45	-	19	13	9	26	19
Total	33	8	16	8	-	10	10	22	-	10	18	14	33	-	13	9	7	18	15
No/ not enough difference between providers	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
Shopping around for a new provider is too much of a hassle or a chore	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
Problems/ issues with current provider not sufficiently bad/ frequent to switch	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
Don't live in a cabled street/ can't get cable telephone where I live	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 40**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different landline supplier?**

Base : Those who have considered changing their landline service supplier in the last 12 months

		LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
		~a	~b	~c	LAST YEAR	AGO	EVER	NEVER	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Significance Level: 95%																			
Unweighted total	53	16	25	12	-	19	19	34	-	19	28	25	53	-	21	16	10	31	22
Effective Weighted Sample	45	13	22	10	-	17	17	29	-	17	24	21	45	-	19	13	9	26	19
Total	33	8	16	8	-	10	10	22	-	10	18	14	33	-	13	9	7	18	15
Too big a risk that something will go wrong in the transition/ switch from one supplier to another	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
Prefer to stay with trusted/ known provider	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
It's too time consuming to go through the process of switching from one supplier to another	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
Have a minimum notice period	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
Didn't want to get locked into a fixed contract with new provider	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
Information available confusing / couldn't understand technical jargon	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 40**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different landline supplier?**

Base : Those who have considered changing their landline service supplier in the last 12 months

		LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
		~a	~b	~c	LAST YEAR	AGO	EVER	NEVER	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Significance Level: 95%																			
Unweighted total	53	16	25	12	-	19	19	34	-	19	28	25	53	-	21	16	10	31	22
Effective Weighted Sample	45	13	22	10	-	17	17	29	-	17	24	21	45	-	19	13	9	26	19
Total	33	8	16	8	-	10	10	22	-	10	18	14	33	-	13	9	7	18	15
HASSLE	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
NO COST BENEFIT	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
TERMS AND CONDITIONS	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
PROVIDER SATISFACTION	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
CLARITY OF INFORMATION	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
NO BENEFIT/ INCENTIVE	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
SERVICE AVAILABILITY	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
RISK	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
STAY WITH TRUSTED PROVIDER	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
Don't know	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 40**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different landline supplier?**

Base : Those who have considered changing their landline service supplier in the last 12 months

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	53	-	8	8	37	-	17	25	8	11	3	14	14	11	12	37	15	8	1	5	25	
Effective Weighted Sample	45	-	7	6	32	-	16	24	8	10	3	12	13	11	11	32	13	8	1	4	21	
Total	33	-	5	5	23	-	15	11	5	7	2	10	8	4	9	24	8	5	1	4	16	
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Too much hassle to set up the new service	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Too busy/ don't have time to research the options	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Happy/ satisfied/ content with my current supplier	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Tied to fixed length contract with my current provider	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Current provider improved their offer	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
It's not clear what steps I would need to take to switch supplier	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 40**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different landline supplier?**

Base : Those who have considered changing their landline service supplier in the last 12 months

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	53	-	8	8	37	-	17	25	8	11	3	14	14	11	12	37	15	8	1	5	25	
Effective Weighted Sample	45	-	7	6	32	-	16	24	8	10	3	12	13	11	11	32	13	8	1	4	21	
Total	33	-	5	5	23	-	15	11	5	7	2	10	8	4	9	24	8	5	1	4	16	
No/ not enough difference between providers	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Shopping around for a new provider is too much of a hassle or a chore	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Problems/ issues with current provider not sufficiently bad/ frequent to switch	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't live in a cabled street/ can't get cable telephone where I live	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Too big a risk that something will go wrong in the transition/ switch from one supplier to another	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 40**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different landline supplier?**

Base : Those who have considered changing their landline service supplier in the last 12 months

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	53	-	8	8	37	-	17	25	8	11	3	14	14	11	12	37	15	8	1	5	25	
Effective Weighted Sample	45	-	7	6	32	-	16	24	8	10	3	12	13	11	11	32	13	8	1	4	21	
Total	33	-	5	5	23	-	15	11	5	7	2	10	8	4	9	24	8	5	1	4	16	
Prefer to stay with trusted/ known provider	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
It's too time consuming to go through the process of switching from one supplier to another	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Have a minimum notice period	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Didn't want to get locked into a fixed contract with new provider	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Information available confusing / couldn't understand technical jargon	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
HASSLE	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
NO COST BENEFIT	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TERMS AND CONDITIONS	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 40**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different landline supplier?**

Base : Those who have considered changing their landline service supplier in the last 12 months

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	53	-	8	8	37	-	17	25	8	11	3	14	14	11	12	37	15	8	1	5	25	
Effective Weighted Sample	45	-	7	6	32	-	16	24	8	10	3	12	13	11	11	32	13	8	1	4	21	
Total	33	-	5	5	23	-	15	11	5	7	2	10	8	4	9	24	8	5	1	4	16	
PROVIDER SATISFACTION	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
CLARITY OF INFORMATION	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
NO BENEFIT/ INCENTIVE	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SERVICE AVAILABILITY	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
RISK	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
STAY WITH TRUSTED PROVIDER	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 41**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL10b. Did you - or someone else in your household - contact your landline provider to tell them you wanted to stop using their service?**

Base : Those who have considered changing their landline service supplier in the last 12 months

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	53	16	25	12	-	19	19	34	-	19	28	25	53	-	21	16	10	31	22
Effective Weighted Sample	45	13	22	10	-	17	17	29	-	17	24	21	45	-	19	13	9	26	19
Total	33	8	16	8	-	10	10	22	-	10	18	14	33	-	13	9	7	18	15
Yes	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
No	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 41**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL10b. Did you - or someone else in your household - contact your landline provider to tell them you wanted to stop using their service?**

Base : Those who have considered changing their landline service supplier in the last 12 months

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	53	-	8	8	37	-	17	25	8	11	3	14	14	11	12	37	15	8	1	5	25	
Effective Weighted Sample	45	-	7	6	32	-	16	24	8	10	3	12	13	11	11	32	13	8	1	4	21	
Total	33	-	5	5	23	-	15	11	5	7	2	10	8	4	9	24	8	5	1	4	16	
Yes	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 42**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL10c. Did you - or someone else in your household - contact a potential new landline provider to tell them you wanted to start using their service?**

Base : Those who have considered changing their landline service supplier in the last 12 months

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER			MALE	FEMALE
					LAST YEAR	AGO	EVER	NEVER							£18	£18-£23	£24+		
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	53	16	25	12	-	19	19	34	-	19	28	25	53	-	21	16	10	31	22
Effective Weighted Sample	45	13	22	10	-	17	17	29	-	17	24	21	45	-	19	13	9	26	19
Total	33	8	16	8	-	10	10	22	-	10	18	14	33	-	13	9	7	18	15
Yes	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
No	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
Don't know	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 42**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL10c. Did you - or someone else in your household - contact a potential new landline provider to tell them you wanted to start using their service?**

Base : Those who have considered changing their landline service supplier in the last 12 months

		LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	53	-	8	8	37	-	17	25	8	11	3	14	14	11	12	37	15	8	1	5	25	
Effective Weighted Sample	45	-	7	6	32	-	16	24	8	10	3	12	13	11	11	32	13	8	1	4	21	
Total	33	-	5	5	23	-	15	11	5	7	2	10	8	4	9	24	8	5	1	4	16	
Yes	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 43**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL10ca. Which one of these describes your situation now in terms of your landline service?**

Base : Those who have considered changing their landline service supplier in the last 12 months

	Total	LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	53	16	25	12	-	19	19	34	-	19	28	25	53	-	21	16	10	31	22
Effective Weighted Sample	45	13	22	10	-	17	17	29	-	17	24	21	45	-	19	13	9	26	19
Total	33	8	16	8	-	10	10	22	-	10	18	14	33	-	13	9	7	18	15
I am still considering switching providers	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
I have decided to stay with my current provider	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
Don't know	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 43**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL10ca. Which one of these describes your situation now in terms of your landline service?**

Base : Those who have considered changing their landline service supplier in the last 12 months

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	16-24 ~e	25-44 ~f	45-64 ~g	65-74 ~h	65+ ~i	75+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	URBAN ~o	RURAL ~p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ ~t	
Significance Level: 95%																						
Unweighted total	53	-	8	8	37	-	17	25	8	11	3	14	14	11	12	37	15	8	1	5	25	
Effective Weighted Sample	45	-	7	6	32	-	16	24	8	10	3	12	13	11	11	32	13	8	1	4	21	
Total	33	-	5	5	23	-	15	11	5	7	2	10	8	4	9	24	8	5	1	4	16	
I am still considering switching providers	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I have decided to stay with my current provider	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	-	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 44**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**LANDLINE - SUMMARY OF BEHAVIOUR**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

		LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
					LONGER										UNDER				
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	£18	£18-£23	£24+	MALE	FEMALE
		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
CHANGED PROVIDER IN LAST 12 MONTHS	22	11	8	**	**	-	22	-	**	20	**	20	**	-	10	5	4	13	10
	6%	6%	6%	**	**	-%	18%	-%	**	18%	**	7%	**	-%	8%	5%	4%	7%	5%
ACTIVELY LOOKING AT THE MOMENT	15	*	3	**	**	8	8	7	**	5	**	-	**	-	4	3	8	6	9
	4%	*%	2%	**	**	8%	6%	3%	**	5%	**	-%	**	-%	3%	3%	9%	3%	5%
			a			g											no		
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	15	4	8	**	**	4	4	11	**	4	**	7	**	-	6	4	2	8	7
	4%	2%	6%	**	**	4%	3%	5%	**	4%	**	2%	**	-%	5%	5%	2%	4%	4%
			a																
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	18	5	9	**	**	6	6	12	**	6	**	7	**	-	7	5	4	10	8
	5%	3%	7%	**	**	6%	5%	5%	**	6%	**	2%	**	-%	6%	6%	5%	6%	4%
			a																
NONE OF THESE	288	162	106	**	**	82	82	206	**	75	**	261	**	288	100	68	68	135	153
	81%	89%	79%	**	**	82%	67%	88%	**	68%	**	88%	**	100%	79%	81%	79%	79%	82%
		b				f		f											

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 44**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**LANDLINE - SUMMARY OF BEHAVIOUR**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t	
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158	
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125	
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100	
CHANGED PROVIDER IN LAST 12 MONTHS	22	-	**	12	**	**	4	10	5	8	3	5	6	5	5	18	5	**	**	**	7	
	6%	-%	**	9% a	**	**	5%	9%	7%	6%	4%	7%	8%	10% n	4%	6%	6%	**	**	**	7%	
ACTIVELY LOOKING AT THE MOMENT	15	-	**	13	**	**	4	3	4	5	1	6	5	*	4	11	3	**	**	**	9	
	4%	-%	**	10% a	**	**	4%	3%	5%	3%	1%	8% m	6% m	1%	3%	4%	5%	**	**	**	9%	
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	15	-	**	3	**	**	8	6	1	2	1	6	3	2	3	12	2	**	**	**	9	
	4%	-%	**	2% a	**	**	8% hij	5% i	1%	1%	1%	8% n	4%	5%	2%	4%	3%	**	**	**	9%	
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	18	-	**	1	**	**	7	5	4	5	1	4	5	2	6	12	6	**	**	**	7	
	5%	-%	**	1%	**	**	8%	5%	5%	4%	2%	5%	6%	4%	5%	4%	8%	**	**	**	7%	
NONE OF THESE	288	119	**	104	**	**	68	84	62	122	60	53	62	41	113	221	57	**	**	**	69	
	81%	100% c	**	78%	**	**	75%	78%	82%	86% fg	91% fgh	71%	77%	80%	86% kl	81%	78%	**	**	**	68%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 45**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
CHANGED PROVIDER IN LAST 12 MONTHS	20 6%	10 5%	8 6%	** **	** **	- -%	20 16% eg	- -%	** **	20 18%	** **	18 6%	** **	- -%	9 7%	4 5%	3 4%	11 6%	9 5%
ACTIVELY LOOKING AT THE MOMENT	15 4%	* *%	3 2% a	** **	** **	8 8% g	8 6%	7 3%	** **	5 5%	** **	- -%	** **	- -%	4 3%	3 3%	8 9% no	6 3%	9 5%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	15 4%	4 2%	8 6% a	** **	** **	4 4%	4 3%	11 5%	** **	4 4%	** **	7 2%	** **	- -%	6 5%	4 5%	2 2%	8 4%	7 4%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	18 5%	5 3%	9 7% a	** **	** **	6 6%	6 5%	12 5%	** **	6 6%	** **	7 2%	** **	- -%	7 6%	5 6%	4 5%	10 6%	8 4%
NONE OF THESE	290 81%	163 90% b	106 79%	** **	** **	82 82% f	84 69%	206 88% f	** **	75 68%	** **	263 89%	** **	288 100%	101 79%	68 81%	68 79%	137 80%	154 82%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 45**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t	
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158	
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125	
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100	
CHANGED PROVIDER IN LAST 12 MONTHS	20	-	**	10	**	**	3	9	5	7	3	3	6	5	5	16	4	**	**	**	5	
	6%	-%	**	7% a	**	**	4%	8%	6%	5%	4%	4%	7%	10% n	4%	6%	6%	**	**	**	5%	
ACTIVELY LOOKING AT THE MOMENT	15	-	**	13	**	**	4	3	4	5	1	6	5	*	4	11	3	**	**	**	9	
	4%	-%	**	10% a	**	**	4%	3%	5%	3%	1%	8% m	6% m	1%	3%	4%	5%	**	**	**	9%	
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	15	-	**	3	**	**	8	6	1	2	1	6	3	2	3	12	2	**	**	**	9	
	4%	-%	**	2% a	**	**	8% hij	5% i	1%	1%	1%	8% n	4%	5%	2%	4%	3%	**	**	**	9%	
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	18	-	**	1	**	**	7	5	4	5	1	4	5	2	6	12	6	**	**	**	7	
	5%	-%	**	1%	**	**	8%	5%	5%	4%	2%	5%	6%	4%	5%	4%	8%	**	**	**	7%	
NONE OF THESE	290	119	**	107	**	**	69	85	62	122	60	55	63	41	113	223	58	**	**	**	71	
	81%	100% c	**	80%	**	**	76%	78%	82%	87% fg	91% fg	74%	77%	80%	86% kl	81%	79%	**	**	**	71%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 46**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**LANDLINE - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

		LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
					LONGER										UNDER				
	Total	VERY a	QUITE b	NOT ~c	LAST YEAR ~d	AGO e	EVER f	NEVER g	YES ~h	NO i	ACTIVE /OPEN ~j	NOT INT'TED k	YES ~l	NO m	£18 n	£18-£23 o	£24+ p	MALE q	FEMALE r
Significance Level: 95%																			
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
SWITCHED IN LAST 12 MONTHS	20 6%	10 5%	8 6%	** **	** **	- -%	20 16%	- -%	** **	20 18%	** **	18 6%	** **	- -%	9 7%	4 5%	3 4%	11 6%	9 5%
							eg												
SWITCHED 1-2 YEARS AGO	25 7%	14 8%	9 7%	** **	** **	25 25%	25 21%	- -%	** **	25 22%	** **	19 6%	** **	21 7%	9 7%	5 5%	9 10%	5 3%	20 11%
							g												q
STILL CONSIDERING SWITCHING/ ACTIVELY LOOKING	29 8%	2 1%	11 8%	** **	** **	11 11%	11 9%	17 7%	** **	9 8%	** **	3 1%	** **	- -%	9 7%	7 8%	10 11%	16 9%	13 7%
			a																
STAYING WITH CURRENT PROVIDER - DROPPED OUT OF PROCESS	5 1%	2 1%	2 2%	** **	** **	1 1%	1 1%	4 2%	** **	1 1%	** **	3 1%	** **	- -%	3 2%	1 1%	* 1%	1 1%	3 2%
STAYING WITH CURRENT PROVIDER - NOT STARTED PROCESS	10 3%	4 2%	6 4%	** **	** **	2 2%	2 1%	8 4%	** **	2 1%	** **	7 2%	** **	- -%	5 4%	2 3%	2 3%	4 3%	5 3%
NEITHER SWITCHED NOR CONSIDERED	269 75%	150 83%	98 74%	** **	** **	61 61%	63 52%	206 88%	** **	55 49%	** **	245 83%	** **	267 93%	92 73%	65 78%	62 72%	133 78%	136 73%
		b					ef												

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 46**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**LANDLINE - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t	
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158	
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125	
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100	
SWITCHED IN LAST 12 MONTHS	20	-	**	10	**	**	3	9	5	7	3	3	6	5	5	16	4	**	**	**	5	
	6%	-%	**	7% a	**	**	4%	8%	6%	5%	4%	4%	7%	10% n	4%	6%	6%	**	**	**	5%	
SWITCHED 1-2 YEARS AGO	25	-	**	11	**	**	6	7	7	12	5	6	3	4	12	19	6	**	**	**	7	
	7%	-%	**	9% a	**	**	6%	7%	10%	9%	8%	8%	3%	9%	9%	7%	9%	**	**	**	6%	
STILL CONSIDERING SWITCHING/ ACTIVELY LOOKING	29	-	**	14	**	**	13	6	6	7	1	11	7	2	8	22	6	**	**	**	16	
	8%	-%	**	11% a	**	**	14% gij	5%	8% j	5%	1%	14% mn	9%	4%	6%	8%	8%	**	**	**	16%	
STAYING WITH CURRENT PROVIDER - DROPPED OUT OF PROCESS	5	-	**	*	**	**	2	1	1	2	1	1	2	1	1	4	*	**	**	**	2	
	1%	-%	**	*% a	**	**	2%	1%	1%	1%	2%	2%	2%	2%	1%	2%	1%	**	**	**	2%	
STAYING WITH CURRENT PROVIDER - NOT STARTED PROCESS	10	-	**	3	**	**	4	4	1	2	1	3	4	2	1	7	3	**	**	**	5	
	3%	-%	**	2% a	**	**	4%	4%	1%	1%	1%	4%	5%	3%	1%	2%	4%	**	**	**	5%	
NEITHER SWITCHED NOR CONSIDERED	269	119	**	95	**	**	63	81	56	111	55	50	60	37	104	207	53	**	**	**	66	
	75%	100% c	**	71% a	**	**	69%	75%	74% f	78%	84% f	67%	74%	72%	79% k	75%	73%	**	**	**	66% f	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 47**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL18. In the last two years have you seen a better deal with a different landline supplier and asked your current supplier to match this (this includes negotiating a better tariff or package)? IF YES - Which of the following best describes what happened?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER			MALE	FEMALE
		a	b	~c	LAST YEAR ~d	AGO e	EVER f	NEVER g	~h	i	~j	k	~l	m	£18 n	£18-£23 o	£24+ p	q	r
Significance Level: 95%																			
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Yes - and my current supplier matched the deal	8 2%	5 3%	2 2%	**	**	* *0%	* *0%	8 3% f	**	* *0%	**	8 3%	**	7 3%	5 4% p	3 3%	- -0%	3 2%	5 3%
Yes - and my current supplier almost matched the deal	1 *0%	* *0%	1 1%	**	**	* *0%	* *0%	1 *0%	**	* *0%	**	1 *0%	**	* *0%	1 1%	* 1%	- -0%	1 *0%	* *0%
Yes - but my current supplier failed to match the deal	2 *0%	* *0%	1 1%	**	**	* *0%	1 1%	1 *0%	**	1 1%	**	1 *0%	**	1 *0%	* *0%	1 1%	1 1%	1 1%	1 *0%
Yes - but my current supplier would not negotiate	2 1%	1 *0%	1 1%	**	**	1 1%	1 *0%	1 1%	**	1 1%	**	1 *0%	**	1 *0%	* *0%	* *0%	1 1%	1 1%	1 *0%
No - I have not asked my current supplier to match another deal in the last year	343 96%	174 96%	127 95%	**	**	97 98%	119 97%	224 95%	**	107 97%	**	283 96%	**	277 96%	120 95%	80 95%	84 97%	163 96%	179 96%
Don't know	2 1%	1 *0%	1 1%	**	**	1 1%	1 1%	1 *0%	**	1 1%	**	1 *0%	**	2 1%	1 *0%	* *0%	1 1%	1 1%	1 1%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 47**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL18. In the last two years have you seen a better deal with a different landline supplier and asked your current supplier to match this (this includes negotiating a better tariff or package)? IF YES - Which of the following best describes what happened?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t	
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158	
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125	
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100	
Yes - and my current supplier matched the deal	8 2%	- -%	** **	- -%	** **	** **	4 4%	2 2%	1 1%	2 2%	1 2%	* 1%	4 5%	1 1%	2 1%	8 3%	1 1%	** **	** **	** **	4 4%	
Yes - and my current supplier almost matched the deal	1 *%	- -%	** **	- -%	** **	** **	* *%	1 1%	- -%	- -%	- -%	* 1%	- -%	1 1%	- -%	1 *%	* 1%	** **	** **	** **	1 1%	
Yes - but my current supplier failed to match the deal	2 *%	- -%	** **	- -%	** **	** **	- -%	1 1%	1 1%	1 *%	- -%	* 1%	1 1%	* 1%	- -%	1 *%	* *%	** **	** **	** **	1 1%	
Yes - but my current supplier would not negotiate	2 1%	- -%	** **	* *%	** **	** **	- -%	2 2%	* *%	* *%	- -%	- -%	* 1%	* 1%	1 *%	2 1%	* *%	** **	** **	** **	* *%	
No - I have not asked my current supplier to match another deal in the last year	343 96%	119 99%	** **	134 99%	** **	** **	87 95%	103 94%	73 96%	137 97%	64 98%	72 96%	76 94%	49 95%	128 98%	261 95%	71 97%	** **	** **	** **	93 92%	
Don't know	2 1%	1 1%	** **	* *%	** **	** **	- -%	1 1%	1 2%	1 1%	- -%	1 2%	- -%	1 1%	- -%	2 1%	* *%	** **	** **	** **	1 1%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 48**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (LANDLINE PROVIDER)? They are the best provider on the market. Do you...**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
		VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER			MALE	FEMALE
					LAST YEAR	AGO	EVER	NEVER							£18	£18-£23	£24+		
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Agree strongly	91	75	13	**	**	18	23	68	**	21	**	87	**	83	41	23	14	37	54
	25%	41%	10%	**	**	18%	19%	29%	**	19%	**	29%	**	29%	32%	28%	17%	22%	29%
		b						ef							p	p			
Agree slightly	67	37	27	**	**	20	25	42	**	23	**	59	**	58	24	18	13	37	30
	19%	20%	20%	**	**	20%	20%	18%	**	21%	**	20%	**	20%	19%	21%	16%	22%	16%
TOTAL AGREE	158	112	39	**	**	39	48	110	**	43	**	146	**	141	65	41	28	74	84
	44%	62%	30%	**	**	39%	39%	47%	**	39%	**	50%	**	49%	51%	49%	32%	44%	45%
		b													p	p			
Neither	121	44	61	**	**	41	50	70	**	47	**	93	**	91	41	27	34	59	62
	34%	24%	45%	**	**	42%	41%	30%	**	42%	**	32%	**	32%	32%	32%	40%	35%	33%
			a			g	g												
Disagree slightly	19	4	12	**	**	5	6	13	**	6	**	13	**	12	7	4	7	12	7
	5%	2%	9%	**	**	5%	5%	6%	**	5%	**	4%	**	4%	6%	5%	8%	7%	4%
			a																
Disagree strongly	12	-	2	**	**	6	6	6	**	4	**	4	**	3	2	3	5	7	5
	3%	-%	1%	**	**	6%	5%	2%	**	3%	**	1%	**	1%	2%	4%	6%	4%	2%
																	n		
TOTAL DISAGREE	31	4	13	**	**	11	12	19	**	10	**	16	**	15	9	7	12	20	12
	9%	2%	10%	**	**	11%	10%	8%	**	9%	**	6%	**	5%	7%	8%	14%	11%	6%
			a															r	
Don't know	47	21	20	**	**	9	11	36	**	11	**	39	**	40	12	9	12	18	29
	13%	12%	15%	**	**	9%	9%	15%	**	10%	**	13%	**	14%	9%	11%	14%	10%	16%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 48**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (LANDLINE PROVIDER)? They are the best provider on the market. Do you...**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100
Agree strongly	91	1	**	73	**	**	16	26	21	46	26	15	19	13	38	73	17	**	**	**	16
	25%	1%	**	54% a	**	**	18%	24%	27%	33% fg	39% fg	20%	23%	24%	29%	27%	23%	**	**	**	16%
Agree slightly	67	2	**	7	**	**	22	19	12	23	11	14	17	11	22	50	16	**	**	**	23
	19%	2%	**	5%	**	**	24%	18%	16%	16%	16%	18%	21%	21%	17%	18%	22%	**	**	**	23%
TOTAL AGREE	158	4	**	80	**	**	38	45	33	69	37	28	35	23	61	123	33	**	**	**	40
	44%	3%	**	59% a	**	**	42%	41%	43%	49%	56% g	38%	43%	45%	47%	45%	44%	**	**	**	40%
Neither	121	73	**	31	**	**	34	46	23	35	12	27	31	18	39	90	27	**	**	**	36
	34%	62% c	**	23%	**	**	37% ij	42% hij	30% j	25%	18%	37%	39%	34%	30%	33%	37%	**	**	**	36%
Disagree slightly	19	7	**	7	**	**	6	7	5	7	2	5	6	3	6	14	4	**	**	**	9
	5%	6%	**	5%	**	**	6%	6%	6%	5%	3%	7%	7%	5%	4%	5%	6%	**	**	**	9%
Disagree strongly	12	2	**	7	**	**	4	2	3	4	1	5	2	1	3	11	1	**	**	**	6
	3%	2%	**	5%	**	**	4%	2%	4%	3%	1%	7%	3%	2%	3%	4%	1%	**	**	**	6%
TOTAL DISAGREE	31	9	**	14	**	**	10	9	8	10	3	10	8	4	9	25	5	**	**	**	15
	9%	8%	**	10%	**	**	10%	8%	10%	7%	4%	14%	10%	8%	7%	9%	7%	**	**	**	15%
Don't know	47	33	**	10	**	**	10	9	12	27	15	8	7	7	22	37	8	**	**	**	10
	13%	27% c	**	7%	**	**	11%	9%	16% g	19% g	22% fg	11%	9%	13%	17%	13%	11%	**	**	**	10%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 49**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL21. If you were looking for advice or information on different options and suppliers for making calls from your landline, where would you turn to for trusted information?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Internet in general	124	53	54	**	**	41	50	75	**	44	**	96	**	92	46	25	33	67	57
	35%	29%	41%	**	**	41%	41%	32%	**	39%	**	32%	**	32%	36%	30%	38%	39%	31%
			a				g											r	
Family members	57	35	19	**	**	12	12	45	**	12	**	47	**	52	21	15	14	18	39
	16%	19%	14%	**	**	12%	10%	19%	**	11%	**	16%	**	18%	17%	17%	16%	11%	21%
							f											q	
Friends	48	23	17	**	**	9	10	38	**	10	**	37	**	39	19	7	12	17	31
	13%	13%	13%	**	**	9%	8%	16%	**	9%	**	13%	**	14%	15%	8%	14%	10%	17%
							ef											q	
Supplier already using for this service	24	15	6	**	**	5	7	17	**	6	**	21	**	20	6	7	4	11	12
	7%	8%	5%	**	**	5%	6%	7%	**	6%	**	7%	**	7%	5%	8%	5%	7%	7%
Cost comparison websites	21	9	8	**	**	5	7	13	**	7	**	14	**	12	5	6	5	12	9
	6%	5%	6%	**	**	5%	6%	6%	**	7%	**	5%	**	4%	4%	7%	6%	7%	5%
Websites of suppliers/ service providers	20	6	11	**	**	7	8	12	**	7	**	13	**	16	6	6	4	14	6
	6%	4%	8%	**	**	7%	6%	5%	**	6%	**	4%	**	5%	5%	7%	4%	8%	3%
			a															r	
Magazines/ newspapers	11	7	4	**	**	4	4	7	**	4	**	10	**	10	6	1	2	5	6
	3%	4%	3%	**	**	4%	3%	3%	**	4%	**	3%	**	4%	4%	2%	2%	3%	3%
TV/ radio programmes/ advertising	9	4	3	**	**	4	5	4	**	2	**	6	**	5	2	4	3	5	4
	3%	2%	2%	**	**	4%	4%	2%	**	1%	**	2%	**	2%	1%	4%	4%	3%	2%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 49**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL21. If you were looking for advice or information on different options and suppliers for making calls from your landline, where would you turn to for trusted information?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

		LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Colleagues	7	6	1	**	**	1	1	6	**	1	**	7	**	5	2	-	2	3	4
	2%	3%	1%	**	**	1%	1%	3%	**	1%	**	2%	**	2%	2%	-%	3%	2%	2%
Another supplier not already using	6	2	3	**	**	4	4	2	**	3	**	4	**	5	-	2	3	2	4
	2%	1%	2%	**	**	4%	3%	1%	**	3%	**	1%	**	2%	-%	2%	4%	1%	2%
								g									n		
Visit shop/ store selling technology/ device	6	4	1	**	**	2	3	3	**	3	**	5	**	4	4	1	1	2	4
	2%	2%	1%	**	**	2%	3%	1%	**	3%	**	2%	**	1%	3%	1%	1%	1%	2%
Government body/ regulator	3	-	1	**	**	2	3	-	**	2	**	1	**	1	1	-	1	3	-
	1%	-%	*%	**	**	2%	2%	-%	**	1%	**	*%	**	*%	1%	-%	1%	1%	-%
							g	g											
Leaflets in stores/ post	2	1	2	**	**	*	*	2	**	*	**	2	**	2	1	-	*	2	1
	1%	*%	1%	**	**	*%	*%	1%	**	*%	**	1%	**	1%	1%	-%	1%	1%	*%
Other	3	2	1	**	**	1	1	2	**	1	**	2	**	2	2	-	1	1	2
	1%	1%	*%	**	**	1%	1%	1%	**	1%	**	1%	**	1%	2%	-%	1%	1%	1%
ONLINE (EXCLUDING SUPPLIER WEBSITES)	139	58	61	**	**	44	54	84	**	48	**	105	**	100	49	31	36	74	64
	39%	32%	46%	**	**	44%	45%	36%	**	44%	**	36%	**	35%	38%	37%	42%	44%	34%
			a															r	
RELATIVES/ FRIENDS	81	45	26	**	**	16	17	64	**	17	**	66	**	69	30	18	20	29	52
	23%	25%	20%	**	**	16%	14%	27%	**	16%	**	22%	**	24%	24%	21%	24%	17%	28%
							ef											q	
SUPPLIERS	52	27	19	**	**	17	20	31	**	18	**	41	**	41	15	15	12	26	26
	14%	15%	14%	**	**	17%	17%	13%	**	17%	**	14%	**	14%	12%	18%	14%	15%	14%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 49**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL21. If you were looking for advice or information on different options and suppliers for making calls from your landline, where would you turn to for trusted information?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
MEDIA/ ADVERTISING	20	11	6	**	**	8	9	11	**	5	**	16	**	15	7	5	5	10	10
	6%	6%	5%	**	**	8%	7%	5%	**	5%	**	5%	**	5%	6%	6%	6%	6%	5%
GOVERNMENT BODY	3	-	1	**	**	2	3	-	**	2	**	1	**	1	1	-	1	3	-
	1%	-%	*%	**	**	2%	2%	-%	**	1%	**	*%	**	*%	1%	-%	1%	1%	-%
						g	g												
LITERATURE	2	1	2	**	**	*	*	2	**	*	**	2	**	2	1	-	*	2	1
	1%	*%	1%	**	**	*%	*%	1%	**	*%	**	1%	**	1%	1%	-%	1%	1%	*%
Would not look for information/ advice	22	16	4	**	**	4	5	16	**	5	**	20	**	20	10	5	4	10	12
	6%	9%	3%	**	**	4%	4%	7%	**	4%	**	7%	**	7%	8%	5%	5%	6%	6%
		b																	
Don't know	72	37	25	**	**	20	25	47	**	23	**	65	**	61	26	14	17	35	37
	20%	21%	19%	**	**	20%	20%	20%	**	21%	**	22%	**	21%	21%	16%	20%	21%	20%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 49**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL21. If you were looking for advice or information on different options and suppliers for making calls from your landline, where would you turn to for trusted information?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE a	PASSIVE ~b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ t
Significance Level: 95%		a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100
Internet in general	124	38	**	42	**	**	57	45	10	14	4	43	39	17	17	93	28	**	**	**	63
	35%	32%	**	31%	**	**	63% ghij	42% hij	13%	10%	6%	57% mn	47% mn	33% n	13%	34%	38%	**	**	**	63%
Family members	57	19	**	24	**	**	7	17	16	31	15	7	13	8	28	46	12	**	**	**	10
	16%	16%	**	18%	**	**	8%	16%	21% f	22% f	22% f	9%	16%	16%	21% k	17%	16%	**	**	**	10%
Friends	48	16	**	18	**	**	13	18	10	17	7	10	11	8	18	39	8	**	**	**	14
	13%	13%	**	13%	**	**	14%	17%	13%	12%	11%	13%	14%	15%	14%	14%	11%	**	**	**	14%
Supplier already using for this service	24	5	**	16	**	**	2	4	6	16	9	4	4	2	12	20	4	**	**	**	3
	7%	4%	**	12% a	**	**	2%	4%	8% f	11% fg	14% fg	5%	5%	4%	9%	7%	5%	**	**	**	3%
Cost comparison websites	21	5	**	7	**	**	10	7	1	3	2	5	9	2	4	14	5	**	**	**	9
	6%	4%	**	5%	**	**	11% hij	6% hi	2%	2%	3%	6%	11% mn	3%	3%	5%	7%	**	**	**	9%
Websites of suppliers/ service providers	20	8	**	9	**	**	9	5	2	3	1	5	6	1	7	15	3	**	**	**	8
	6%	6%	**	7%	**	**	10% ghij	4%	2%	2%	1%	7%	7%	3%	5%	6%	4%	**	**	**	8%
Magazines/ newspapers	11	3	**	3	**	**	2	4	4	5	1	5	1	1	4	8	3	**	**	**	3
	3%	2%	**	2%	**	**	2%	4%	6%	4%	1%	6% l	1%	3%	3%	3%	5%	**	**	**	3%
TV/ radio programmes/ advertising	9	2	**	5	**	**	1	2	2	3	1	4	*	2	3	7	2	**	**	**	3
	3%	2%	**	4%	**	**	1%	2%	2%	2%	2%	5% l	1%	3%	2%	2%	3%	**	**	**	3%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 49**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL21. If you were looking for advice or information on different options and suppliers for making calls from your landline, where would you turn to for trusted information?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t	
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158	
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125	
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100	
Colleagues	7	2	**	1	**	**	5	2	-	-	-	2	3	*	1	5	1	**	**	**	4	
	2%	2%	**	1%	**	**	6% ghij	1%	-%	-%	-%	3%	4%	1%	1%	2%	2%	**	**	**	4%	
Another supplier not already using	6	1	**	2	**	**	1	2	3	3	-	1	1	-	5	5	-	**	**	**	-	
	2%	1%	**	2%	**	**	1%	2%	4%	2%	-%	1%	1%	-%	3% m	2%	-%	**	**	**	-%	
Visit shop/ store selling technology/ device	6	1	**	3	**	**	1	2	3	3	*	-	*	1	4	5	1	**	**	**	1	
	2%	1%	**	2%	**	**	1%	2%	4%	2%	1%	-%	1%	3%	3%	2%	2%	**	**	**	1%	
Government body/ regulator	3	-	**	2	**	**	2	-	1	1	-	3	-	-	-	3	-	**	**	**	3	
	1%	-%	**	1%	**	**	2% g	-%	1%	*% ln	-%	3% ln	-%	-%	-%	1%	-%	**	**	**	3%	
Leaflets in stores/ post	2	1	**	-	**	**	-	1	1	2	1	*	*	1	1	2	*	**	**	**	*	
	1%	1%	**	-%	**	**	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	**	**	*%	
Other	3	2	**	1	**	**	1	1	1	1	*	-	-	1	2	3	-	**	**	**	-	
	1%	1%	**	*%	**	**	1%	1%	1%	1%	1%	-%	-%	2%	2%	1%	-%	**	**	**	-%	
ONLINE (EXCLUDING SUPPLIER WEBSITES)	139	40	**	47	**	**	64	50	11	17	6	47	46	18	19	102	32	**	**	**	69	
	39%	34%	**	35%	**	**	71% ghij	46% hij	15%	12%	9%	63% mn	56% mn	35% n	15%	37%	44%	**	**	**	69%	
RELATIVES/ FRIENDS	81	27	**	31	**	**	16	25	21	38	17	12	16	13	38	66	14	**	**	**	18	
	23%	23%	**	23%	**	**	17%	23%	28%	27%	26%	16%	19%	26%	29% k	24%	20%	**	**	**	18%	
SUPPLIERS	52	13	**	30	**	**	13	13	13	23	10	10	11	5	23	41	9	**	**	**	12	
	14%	11%	**	22% a	**	**	14%	12%	17%	16%	16%	14%	13%	10%	17%	15%	12%	**	**	**	12%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 49**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL21. If you were looking for advice or information on different options and suppliers for making calls from your landline, where would you turn to for trusted information?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE a	PASSIVE ~b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ t	
Significance Level: 95%		a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t	
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158	
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125	
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100	
MEDIA/ ADVERTISING	20	5	**	8	**	**	3	6	6	8	2	8	1	3	7	14	5	**	**	**	6	
	6%	4%	**	6%	**	**	3%	6%	8%	6%	3%	11% l	2%	6%	5%	5%	7%	**	**	**	6%	
GOVERNMENT BODY	3	-	**	2	**	**	2	-	1	1	-	3	-	-	-	3	-	**	**	**	3	
	1%	-%	**	1%	**	**	2%	-%	1%	*%	-%	3% ln	-%	-%	-%	1%	-%	**	**	**	3%	
LITERATURE	2	1	**	-	**	**	-	1	1	2	1	*	*	1	1	2	*	**	**	**	*	
	1%	1%	**	-%	**	**	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	**	**	*%	
Would not look for information/ advice	22	9	**	9	**	**	2	4	5	15	9	4	2	2	12	16	5	**	**	**	2	
	6%	7%	**	7%	**	**	2%	4%	7%	10% fg	14% fg	5%	2%	4%	9% l	6%	7%	**	**	**	2%	
Don't know	72	32	**	21	**	**	9	18	21	42	21	7	15	12	33	56	13	**	**	**	9	
	20%	27% c	**	16%	**	**	10%	17%	28% fg	30% fg	31% fg	9%	18%	23% k	25% k	20%	18%	**	**	**	9%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 50**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL22. How easy or difficult do you think it is to make COST comparisons between landline suppliers?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	£18	£18-£23	£24+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Very easy	68	41	21	**	**	17	22	46	**	20	**	60	**	55	28	16	12	36	32
	19%	22%	16%	**	**	17%	18%	20%	**	18%	**	20%	**	19%	22%	19%	14%	21%	17%
Fairly easy	140	70	58	**	**	39	49	91	**	41	**	112	**	110	51	35	37	67	72
	39%	38%	43%	**	**	39%	40%	39%	**	37%	**	38%	**	38%	40%	41%	42%	40%	39%
TOTAL EASY	208	110	79	**	**	55	71	137	**	61	**	172	**	165	79	51	49	104	104
	58%	61%	59%	**	**	55%	58%	58%	**	55%	**	58%	**	57%	62%	60%	57%	61%	56%
Fairly difficult	46	12	26	**	**	16	19	27	**	18	**	32	**	34	19	9	12	26	20
	13%	7%	20%	**	**	16%	15%	11%	**	17%	**	11%	**	12%	15%	11%	14%	15%	11%
			a																
Very difficult	37	18	11	**	**	11	13	23	**	13	**	31	**	28	12	9	10	14	23
	10%	10%	8%	**	**	11%	11%	10%	**	12%	**	10%	**	10%	10%	10%	11%	8%	12%
TOTAL DIFFICULT	82	30	37	**	**	27	32	50	**	31	**	63	**	61	32	18	22	39	43
	23%	16%	28%	**	**	27%	26%	21%	**	28%	**	21%	**	21%	25%	21%	25%	23%	23%
			a																
Don't know	67	41	17	**	**	18	19	48	**	18	**	60	**	62	17	16	15	27	40
	19%	23%	13%	**	**	18%	16%	20%	**	17%	**	20%	**	21%	13%	18%	18%	16%	21%
			b																

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 50**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL22. How easy or difficult do you think it is to make COST comparisons between landline suppliers?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE a	PASSIVE ~b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ t
Significance Level: 95%																					
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100
Very easy	68 19%	17 14%	** **	23 17%	** **	** **	20 22%	20 18%	12 15%	21 15%	10 15%	12 17%	12 15%	16 30% kln	24 18%	56 20%	9 12%	** **	** **	** **	23 23%
Fairly easy	140 39%	48 40%	** **	48 36%	** **	** **	43 47% hi	46 42%	25 32%	47 33%	23 35%	33 44%	36 44%	18 34%	49 38%	110 40%	29 39%	** **	** **	** **	47 47%
TOTAL EASY	208 58%	65 54%	** **	71 53%	** **	** **	63 69% hij	66 61% hi	36 48%	69 49%	33 50%	45 60%	48 59%	33 65%	73 56%	165 60%	38 52%	** **	** **	** **	71 70%
Fairly difficult	46 13%	15 13%	** **	17 12%	** **	** **	9 9%	17 15%	13 17%	19 13%	6 9%	10 14%	15 18% n	8 16% n	10 8%	31 11%	12 16%	** **	** **	** **	12 12%
Very difficult	37 10%	14 12%	** **	15 11%	** **	** **	8 9%	12 11%	12 16% j	16 11%	4 6%	13 17% lm	7 8%	3 6%	12 9%	25 9%	11 15%	** **	** **	** **	10 10%
TOTAL DIFFICULT	82 23%	29 24%	** **	31 23%	** **	** **	17 18%	28 26% j	25 33% fj	35 25%	10 15%	23 31% n	21 26%	11 22%	22 17%	56 20%	23 31% o	** **	** **	** **	23 22%
Don't know	67 19%	25 21%	** **	32 24%	** **	** **	12 13%	15 13%	15 20%	38 27% fg	23 35% fah	6 9%	12 15%	7 14%	35 27% klm	53 19%	13 17%	** **	** **	** **	7 7%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 51**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL22. How easy or difficult do you think it is to make COST comparisons between landline suppliers?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Base for % (Unweighted and weighted)	479	240	189	**	**	135	175	304	**	162	**	395	**	373	182	115	118	238	241
	290	140	116	32	21	82	103	187	10	92	54	235	30	226	110	69	71	143	147
Very easy	68	41	21	**	**	17	22	46	**	20	**	60	**	55	28	16	12	36	32
	23%	29%	18%	**	**	20%	21%	25%	**	22%	**	26%	**	24%	25%	23%	17%	25%	22%
		b																	
Fairly easy	140	70	58	**	**	39	49	91	**	41	**	112	**	110	51	35	37	67	72
	48%	50%	50%	**	**	47%	48%	49%	**	45%	**	48%	**	48%	46%	51%	52%	47%	49%
TOTAL EASY	208	110	79	**	**	55	71	137	**	61	**	172	**	165	79	51	49	104	104
	72%	79%	68%	**	**	68%	69%	73%	**	66%	**	73%	**	73%	71%	74%	69%	73%	71%
		b																	
Fairly difficult	46	12	26	**	**	16	19	27	**	18	**	32	**	34	19	9	12	26	20
	16%	9%	23%	**	**	19%	18%	14%	**	20%	**	14%	**	15%	17%	13%	17%	18%	14%
			a																
Very difficult	37	18	11	**	**	11	13	23	**	13	**	31	**	28	12	9	10	14	23
	13%	13%	9%	**	**	13%	13%	12%	**	14%	**	13%	**	12%	11%	13%	14%	10%	16%
																		q	
TOTAL DIFFICULT	82	30	37	**	**	27	32	50	**	31	**	63	**	61	32	18	22	39	43
	28%	21%	32%	**	**	32%	31%	27%	**	34%	**	27%	**	27%	29%	26%	31%	27%	29%
			a																
Don't know	67	41	17	**	**	18	19	48	**	18	**	60	**	62	17	16	15	27	40

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 51**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL22. How easy or difficult do you think it is to make COST comparisons between landline suppliers?**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t	
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158	
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125	
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100	
Base for % (Unweighted and weighted)	479	158	**	168	**	**	**	215	**	166	**	101	117	113	124	351	113	**	**	**	147	
	290	94	47	103	47	8	79	94	61	103	43	68	69	45	96	221	61	46	28	40	93	
Very easy	68	17	**	23	**	**	**	20	**	21	**	12	12	16	24	56	9	**	**	**	23	
	23%	18%	**	22%	**	**	**	21%	**	21%	**	18%	18%	35% kl	25%	25% p	15%	**	**	**	25%	
Fairly easy	140	48	**	48	**	**	**	46	**	47	**	33	36	18	49	110	29	**	**	**	47	
	48%	51%	**	47%	**	**	**	49%	**	46%	**	48%	52%	40%	52%	50%	48%	**	**	**	51%	
TOTAL EASY	208	65	**	71	**	**	**	66	**	69	**	45	48	33	73	165	38	**	**	**	71	
	72%	69%	**	69%	**	**	**	70%	**	66%	**	66%	69%	75%	77%	75% p	62%	**	**	**	76%	
Fairly difficult	46	15	**	17	**	**	**	17	**	19	**	10	15	8	10	31	12	**	**	**	12	
	16%	16%	**	16%	**	**	**	18%	**	18%	**	15%	21% n	18%	11%	14%	19%	**	**	**	13%	
Very difficult	37	14	**	15	**	**	**	12	**	16	**	13	7	3	12	25	11	**	**	**	10	
	13%	15%	**	14%	**	**	**	13%	**	16%	**	19% lm	9%	7%	13%	11%	19% o	**	**	**	11%	
TOTAL DIFFICULT	82	29	**	31	**	**	**	28	**	35	**	23	21	11	22	56	23	**	**	**	23	
	28%	31%	**	31%	**	**	**	30%	**	34%	**	34%	31%	25%	23%	25%	38% o	**	**	**	24%	
Don't know	67	25	**	32	**	**	**	15	**	38	**	6	12	7	35	53	13	**	**	**	7	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 52**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM1. I'd like to talk with you about your service for the mobile phone that you have and use the most. We're interested in the NETWORK that you pay for the calls you make or the texts you send rather than the phone handset itself. Firstly, can I check who pays the bills for your mobile phone, is it...**

Base : Those with a mobile phone, not in a bundle of services

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG	CON-TRACT	VERY	QUITE	NOT	LAST YEAR	LONGER AGO	EVER	NEVER	ACTIVE /OPEN	NOT INTT'D	YES	NO	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1629	733	830	900	534	122	120	487	607	957	226	1331	133	1276	821	808
Effective Weighted Sample	998	423	544	564	321	79	65	340	395	572	143	823	95	792	481	522
Total	1237	525	664	673	416	91	106	386	492	697	200	985	104	952	641	597
You	1141	513	628	644	397	90	102	368	470	671	189	949	96	915	595	547
	92%	98%	95%	96%	96%	99%	96%	95%	96%	96%	94%	96%	93%	96%	93%	92%
		b														
Another member of your household	48	11	36	28	18	1	4	18	22	26	12	36	7	37	16	32
	4%	2%	5%	4%	4%	1%	4%	5%	4%	4%	6%	4%	7%	4%	2%	5%
			a													n
Your company	38	-	-	-	-	-	-	-	-	-	-	-	-	-	24	14
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	4%	2%
Someone else	10	-	-	-	-	-	-	-	-	-	-	-	-	-	6	3
	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	1%	1%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 52**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM1. I'd like to talk with you about your service for the mobile phone that you have and use the most. We're interested in the NETWORK that you pay for the calls you make or the texts you send rather than the phone handset itself. Firstly, can I check who pays the bills for your mobile phone, is it...**

Base : Those with a mobile phone, not in a bundle of services

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INACTIVE	PASSIVE	INTERESTED	ENGAGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+	£30K+
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v	
Unweighted total	1629	560	219	541	244	1005	522	84	504	726	216	295	79	376	436	392	318	1278	242	193	171	296	535	
Effective Weighted Sample	998	357	136	344	146	622	331	75	443	665	199	273	74	281	288	223	195	808	148	106	101	194	389	
Total	1237	370	176	430	214	703	463	233	473	334	126	174	49	287	342	206	303	951	162	173	130	209	382	
You	1141	356	169	413	204	682	441	**	432	309	123	170	**	254	315	188	290	872	151	166	126	197	334	
	92%	96%	96%	96%	96%	97%	95%	**	92%	92%	98% hi	97% hi	**	89%	92%	91%	96% m	92%	93%	96% v	97% v	94% v	87%	
Another member of your household	48	14	8	17	9	21	22	**	17	12	2	3	**	13	13	14	6	40	4	1	3	8	20	
	4%	4%	4%	4%	4%	3%	5%	**	4%	4%	1%	1%	**	5%	4%	7% p	2%	4%	3%	1%	2%	4%	5% s	
Your company	38	-	-	-	-	-	-	**	22	11	-	1	**	16	14	4	1	30	6	-	1	3	27	
	3%	-%	-%	-%	-%	-%	-%	**	5% jk	3% jk	-%	*% *	**	6% op	4% p	2%	*% *	3%	4%	-%	1%	2%	7% stu	
Someone else	10	-	-	-	-	-	-	**	1	2	1	1	**	2	1	1	6	9	1	6	*	1	1	
	1%	-%	-%	-%	-%	-%	-%	**	*% *	1%	1%	1%	**	1%	*% *	*% *	2%	1%	*% *	3% uv	*% *	*% *	*% *	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 53**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM1a. How many mobile phones with different telephone numbers do you use at least once a month? Please include any phones used for work or other purposes.**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
1	987	475	511	550	353	74	82	308	390	598	160	825	82	800	491	496
	83%	91%	77%	82%	85%	82%	77%	80%	79%	86%	80%	84%	79%	84%	80%	86%
		b								gh						n
2	164	38	126	96	52	16	21	63	84	80	35	128	17	122	98	66
	14%	7%	19%	14%	13%	18%	20%	16%	17%	11%	17%	13%	16%	13%	16%	11%
			a				i	i	i						o	
3	23	7	16	16	6	*	2	12	14	9	2	21	1	20	13	10
	2%	1%	2%	2%	2%	*%	2%	3%	3%	1%	1%	2%	1%	2%	2%	2%
4 or more	15	5	11	11	5	-	1	4	5	10	3	12	4	10	8	7
	1%	1%	2%	2%	1%	-%	1%	1%	1%	2%	2%	1%	4%	1%	1%	1%
													m			

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 53**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM1a. How many mobile phones with different telephone numbers do you use at least once a month? Please include any phones used for work or other purposes.**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE							SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+	
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v	
Significance Level: 95%																								
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499	
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372	
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354	
1	987	316	151	352	168	614	354	**	345	259	115	158	**	207	263	165	271	758	128	152	116	175	257	
	83%	85%	86%	82%	79%	87%	76%	**	77%	81%	92%	92%	**	77%	81%	82%	91%	83%	82%	91%	90%	85%	73%	
						f					hi	hi					mno			v	v	v		
2	164	42	21	63	37	72	89	**	84	44	9	14	**	46	50	31	22	124	21	14	9	24	78	
	14%	11%	12%	15%	17%	10%	19%	**	19%	14%	7%	8%	**	17%	15%	15%	7%	14%	14%	8%	7%	12%	22%	
						e			ijk	jk				p	p	p						stu		
3	23	9	2	8	4	9	13	**	14	8	-	-	**	8	9	3	2	20	2	1	1	5	11	
	2%	2%	1%	2%	2%	1%	3%	**	3%	3%	-%	-%	**	3%	3%	1%	1%	2%	1%	1%	1%	2%	3%	
									jk	jk														
4 or more	15	3	2	7	4	7	8	**	6	9	*	*	**	6	4	4	2	11	5	1	3	1	8	
	1%	1%	1%	2%	2%	1%	2%	**	1%	3%	1%	1%	**	2%	1%	2%	1%	1%	3%	1%	2%	1%	2%	
										jk														

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 54**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM2. Which mobile phone network do you use most often?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
O2 (formerly BTCellnet)	370	172	198	218	134	19	37	120	157	213	62	308	25	296	197	173
	31%	33%	30%	32% e	32% e	20%	35%	31%	32%	30%	31%	31%	24%	31%	32%	30%
Orange	251	116	134	141	85	24	13	66	79	172	41	209	18	215	122	129
	21%	22%	20%	21%	20%	26%	12%	17%	16%	25% fgh	21%	21%	17%	23%	20%	22%
Vodafone	231	78	153	131	73	23	17	73	90	141	43	187	24	185	118	114
	19%	15%	23% a	20%	18%	25%	16%	19%	18%	20%	22%	19%	24%	19%	19%	20%
TMobile (formerly One2One)	124	56	68	62	54	9	13	40	53	71	23	100	16	91	66	58
	10%	11%	10%	9%	13%	9%	12%	10%	11%	10%	12%	10%	16%	10%	11%	10%
'3' mobile	76	6	70	36	30	10	7	43	50	27	18	58	12	55	45	31
	6%	1%	11% a	5%	7%	11% c	6%	11% i	10% i	4%	9%	6%	12% m	6%	7%	5%
Tesco	57	51	6	44	13	*	11	16	27	30	1	56	1	45	31	26
	5%	10% b	1%	7% de	3%	*%	10% gi	4%	5%	4%	1%	6% j	1%	5%	5%	4%
Virgin Media	55	31	24	25	21	5	5	19	23	32	9	46	5	45	23	32
	5%	6%	4%	4%	5%	6%	4%	5%	5%	5%	5%	5%	5%	5%	4%	6%
Talk Mobile/ Carphone Warehouse	7	1	6	4	1	1	3	2	5	2	1	6	*	4	2	5
	1%	*%	1%	1%	*%	1%	2% i	1%	1%	*%	*%	1%	*%	*%	*%	1%
Other	19	15	4	13	5	1	2	7	9	10	2	16	2	16	7	12
	2%	3% b	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%	2%	1%	2%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 54**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM2. Which mobile phone network do you use most often?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

		MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE							SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+		
Significance Level: 95%	Total	a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v		
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499		
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372		
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354		
O2 (formerly BTCellnet)	370	93	57	149	70	211	152	**	147	83	31	38	**	74	110	65	78	270	40	47	43	60	114		
	31%	25%	32%	35% a	33%	30%	33%	**	33% ijk	26%	25%	22%	**	28%	34%	32%	26%	30%	26%	28%	34%	29%	32%		
Orange	251	100	35	86	30	136	112	**	85	73	31	50	**	58	59	52	64	195	39	44	29	48	63		
	21%	27% cd	20%	20%	14%	19%	24%	**	19%	23%	25%	29% hi	**	22%	18%	26% n	22%	21%	25%	26%	23%	23%	18%		
Vodafone	231	66	40	80	46	116	107	**	89	74	22	28	**	57	66	38	55	167	45	25	24	37	79		
	19%	18%	22%	19%	21%	16%	23% e	**	20%	23% k	18%	16%	**	21%	20%	19%	19%	18%	29% q	15%	19%	18%	22%		
TMobile (formerly One2One)	124	47	13	36	28	80	42	**	47	36	13	16	**	26	34	17	36	103	11	21	15	21	34		
	10%	13%	8%	8%	13%	11%	9%	**	10%	11%	10%	9%	**	10%	11%	8%	12%	11%	7%	12%	11%	10%	10%		
'3' mobile	76	17	10	33	16	41	34	**	38	16	3	5	**	19	25	13	15	64	4	6	8	21	24		
	6%	4%	6%	8%	8%	6%	7%	**	9% ijk	5%	2%	3%	**	7%	8%	6%	5%	7%	3%	4%	6%	10% s	7%		
Tesco	57	15	10	17	15	50	6	**	10	16	9	13	**	13	13	4	24	46	5	10	4	6	16		
	5%	4%	6%	4%	7%	7% f	1%	**	2%	5% h	7% h	7% h	**	5%	4%	2%	8% o	5%	4%	6%	3%	3%	5%		
Virgin Media	55	22	10	18	5	48	7	**	22	17	11	16	**	13	13	10	16	44	9	12	5	10	16		
	5%	6%	6%	4%	2%	7% f	1%	**	5%	5%	9%	9% hi	**	5%	4%	5%	5%	5%	5%	7%	4%	5%	5%		
Talk Mobile/ Carphone Warehouse	7	3	-	3	1	5	1	**	4	1	1	1	**	3	1	*	3	6	1	1	1	1	2		
	1%	1%	-%	1%	1%	1%	1%	**	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Other	19	8	1	7	3	15	3	**	6	5	4	5	**	5	5	2	6	16	1	2	1	2	5		
	2%	2%	1%	2%	1%	2%	1%	**	1%	2%	3%	3%	**	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%		
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v																									

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 55**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM2a. Which of these best describes the (MAIN) mobile phone package you use?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
Monthly contract/ postpay	664	-	664	356	237	67	69	274	342	322	141	521	77	499	347	317
	56%	-%	100%	53%	57%	74%	65%	71%	70%	46%	70%	53%	74%	52%	57%	55%
			a			cd	i	i	i		k		m			
Pay as you go/ prepay	525	525	-	317	179	24	38	112	150	375	59	464	27	452	264	261
	44%	100%	-%	47%	43%	26%	35%	29%	30%	54%	30%	47%	26%	47%	43%	45%
		b		e	e				fgh		j			l		
Other	*	-	-	*	-	-	-	-	-	*	-	*	-	*	-	*
	*%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%
Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o																

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 55**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM2a. Which of these best describes the (MAIN) mobile phone package you use?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354
Monthly contract/ postpay	664	162	102	258	142	230	420	**	322	156	29	39	**	180	215	126	100	505	85	56	70	121	263
	56%	44%	58%	60%	66%	33%	91%	**	72%	49%	23%	23%	**	67%	66%	62%	34%	55%	55%	34%	54%	59%	75%
			a	a	a		e		ijk	jk				p	p	p					s	s	stu
Pay as you go/ prepay	525	207	75	172	72	472	43	**	127	164	96	133	**	87	112	76	196	407	70	111	59	84	90
	44%	56%	42%	40%	34%	67%	9%	**	28%	51%	77%	77%	**	33%	34%	38%	66%	45%	45%	66%	46%	41%	25%
		bcd				f				h	hi	hi				mno				tuv	v	v	
Other	*	*	-	-	-	*	-	**	-	*	-	-	**	*	-	-	-	*	-	-	-	-	*
	*%	*%	-%	-%	-%	*%	-%	**	-%	*%	-%	-%	**	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 56**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM2aa. When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? SINGLE CODE**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household and have a monthly contract/ postpay mobile phone package

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT b	VERY c	QUITE d	NOT ~e	LAST YEAR ~f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	830	-	830	459	286	82	88	325	413	417	155	671	101	617	437	393
Effective Weighted Sample	544	-	544	302	189	51	63	228	290	254	103	440	72	395	280	263
Total	664	-	664	356	237	67	69	274	342	322	141	521	77	499	347	317
Handset and contract	563	-	563	295	204	**	**	238	291	271	127	434	64	428	295	268
	85%	-%	85%	83%	86%	**	**	87%	85%	84%	90%	83%	83%	86%	85%	84%
SIM only	96	-	96	57	31	**	**	32	48	48	14	81	13	66	48	48
	14%	-%	14%	16%	13%	**	**	12%	14%	15%	10%	16%	17%	13%	14%	15%
Don't know	6	-	6	4	2	**	**	3	3	3	-	6	-	6	4	2
	1%	-%	1%	1%	1%	**	**	1%	1%	1%	-%	1%	-%	1%	1%	1%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 56**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM2aa. When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? SINGLE CODE**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household and have a monthly contract/ postpay mobile phone package

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		a	b	c	d	e	f	~g	h	i	~j	~k	~l	m	n	o	p	q	r	~s	~t	u	v
Significance Level: 95%																							
Unweighted total	830	212	116	330	172	331	477	53	352	349	51	66	15	213	249	210	113	648	117	63	80	148	351
Effective Weighted Sample	544	127	78	224	117	238	306	49	317	328	47	61	14	160	167	118	80	442	71	36	45	93	265
Total	664	162	102	258	142	230	420	135	322	156	29	39	10	180	215	126	100	505	85	56	70	121	263
Handset and contract	563	136	85	229	114	158	394	**	288	128	**	**	**	158	184	101	85	432	69	**	**	103	235
	85%	84%	83%	89%	80%	69%	94%	**	89%	82%	**	**	**	88%	86%	80%	84%	86%	81%	**	**	85%	89%
				d			e		i														
SIM only	96	25	17	26	28	69	26	**	35	28	**	**	**	22	30	23	14	70	14	**	**	19	28
	14%	15%	17%	10%	20%	30%	6%	**	11%	18%	**	**	**	12%	14%	18%	14%	14%	16%	**	**	15%	11%
				c		f			h														
Don't know	6	2	-	4	-	3	-	**	-	*	**	**	**	-	1	2	1	3	2	**	**	-	*
	1%	1%	-%	1%	-%	1%	-%	**	-%	*%	**	**	**	-%	*%	2%	1%	1%	3%	**	**	-%	*%
						f																	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 57**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM2b. How long has (MOBILE PHONE NETWORK) been providing your mobile phone network?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
Less than 3 months	42 4%	16 3%	26 4%	23 3%	13 3%	3 3%	23 22% ghi	1 *% g	25 5% gi	17 2% g	1 *% j	41 4% j	- -%	18 2%	24 4%	17 3%
3-6 months	55 5%	29 6%	25 4%	31 5%	19 5%	4 5%	40 37% ghi	2 1%	42 8% gi	13 2%	9 4%	46 5%	- -%	15 2%	30 5%	24 4%
7-12 months	57 5%	20 4%	37 6%	38 6%	16 4%	4 4%	27 25% ghi	6 1%	32 7% gi	25 4%	5 3%	52 5%	2 2%	28 3%	35 6%	22 4%
More than a year, up to 2 years	150 13%	56 11%	94 14%	71 11%	58 14%	20 22% c	2 2%	87 22% fi	88 18% fi	62 9% f	34 17%	117 12%	16 15%	123 13%	81 13%	69 12%
More than 2 years, up to 4 years	262 22%	123 23%	140 21%	139 21%	102 24%	20 22%	7 7%	131 34% fi	139 28% fi	123 18% f	53 26%	209 21%	30 29%	218 23%	143 23%	120 21%
More than 4 years, up to 6 years	207 17%	90 17%	116 18%	129 19%	66 16%	12 13%	- -%	87 23% fi	87 18% f	120 17% f	26 13%	180 18%	16 15%	188 20%	102 17%	104 18%
More than 6 years, up to 10 years	213 18%	97 18%	116 17%	117 17%	81 19%	14 16%	5 5%	49 13%	54 11%	160 23% fgh	42 21%	171 17%	21 20%	185 19%	94 15%	119 21% n
More than 10 years	191 16%	83 16%	108 16%	116 17%	60 14%	15 17%	1 1%	23 6%	24 5%	167 24% fgh	30 15%	159 16%	19 18%	166 17%	95 16%	96 17%
Don't know	12 1%	11 2% b	1 *%	7 1%	2 *%	- -%	1 1%	1 *%	2 *%	10 2%	1 1%	11 1%	* *%	10 1%	5 1%	7 1%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 57**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM2b. How long has (MOBILE PHONE NETWORK) been providing your mobile phone network?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE							SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v	
Significance Level: 95%																								
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499	
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372	
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354	
Less than 3 months	42 4%	12 3%	1 1%	18 4% b	11 5% b	23 3%	18 4%	** **	24 5% ijk	4 1%	- -%	1 *% **	** **	6 2%	6 2%	4 2%	17 6% no	32 3%	6 4%	15 9% uv	4 3%	3 1%	10 3%	
3-6 months	55 5%	6 2%	3 2%	20 5% a	26 12% abc	38 5%	16 4%	** **	23 5% i	9 3%	4 3%	5 3% **	** **	10 4%	15 5%	5 2%	14 5%	44 5%	3 2%	9 5%	6 5%	8 4%	13 4%	
7-12 months	57 5%	10 3%	6 3%	25 6% a	17 8% a	32 5%	25 5%	** **	19 4%	14 4%	4 3%	7 4% **	** **	13 5%	14 4%	14 7%	10 3%	38 4%	7 4%	6 4%	5 4%	10 5%	16 5%	
More than a year, up to 2 years	150 13%	26 7%	24 14% a	53 12% a	47 22% ac	93 13%	53 11%	** **	56 13%	38 12%	16 12%	22 13% **	** **	41 15%	41 12%	20 10%	40 14%	124 14%	15 10%	25 15%	16 12%	33 16%	44 12%	
More than 2 years, up to 4 years	262 22%	84 23%	40 23%	91 21%	47 22%	152 22%	106 23%	** **	85 19%	51 16%	31 25% i	36 21% **	** **	46 17%	73 22%	44 22%	72 24%	198 22%	27 18%	39 23%	30 23%	42 20%	63 18%	
More than 4 years, up to 6 years	207 17%	88 24% cd	33 19% d	70 16% d	15 7%	126 18%	77 17%	** **	83 18%	59 18%	22 18%	38 22% **	** **	55 20%	56 17%	33 16%	50 17%	157 17%	29 19%	26 16%	21 16%	40 19%	69 20%	
More than 6 years, up to 10 years	213 18%	75 20%	37 21%	72 17%	30 14%	125 18%	85 18%	** **	87 19%	63 19%	20 16%	27 16% **	** **	57 21%	59 18%	38 19%	46 16%	168 18%	28 18%	24 15%	24 19%	33 16%	79 22%	
More than 10 years	191 16%	62 17% d	33 19% d	75 18% d	21 10%	105 15%	82 18%	** **	66 15%	80 25% hk	26 21%	32 19% **	** **	36 14%	62 19%	44 22% mp	40 13%	143 16%	36 23% q	21 12%	21 16%	36 17%	58 16%	
Don't know	12 1%	7 2%	- -%	5 1%	* *%	9 1%	2 *%	** **	5 1%	3 1%	3 2%	4 2% **	** **	4 1%	1 *%	* *%	7 2% n	8 1%	3 2%	2 1%	1 1%	1 *%	2 1%	
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v																								

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 58**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM3a. Approximately how much do you spend each month on your main mobile phone network? IF NECESSARY - Please include the cost of VAT, calls, line rental, text and photo messaging, and internet-type services.**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

		MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER			
		Total	PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o	
Significance Level: 95%																		
Unweighted total		1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785	
Effective Weighted Sample		968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514	
Total		1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579	
Up to £10	(7.0)	389	325	63	234	129	20	23	89	111	277	38	349	16	344	175	214	
		33%	62%	10%	35%	31%	22%	22%	23%	23%	40%	19%	35%	16%	36%	29%	37%	
		b			e						fgh	j		l		n		
£11-£20	(15.0)	314	147	166	185	109	19	32	111	143	171	50	263	34	240	163	152	
		26%	28%	25%	27%	26%	21%	30%	29%	29%	25%	25%	27%	33%	25%	27%	26%	
£21-£30	(25.0)	237	30	207	131	84	19	28	93	121	116	55	182	25	179	122	115	
		20%	6%	31% a	19%	20%	21%	26%	24% i	25% i	17%	28% k	18%	24%	19%	20%	20%	
£31-£50	(40.0)	182	11	171	85	72	25	20	73	93	89	44	137	21	133	104	78	
		15%	2%	26% a	13%	17%	28% cd	19%	19% i	19% i	13%	22% k	14%	20%	14%	17%	13%	
£51-£100	(75.0)	33	1	32	19	8	6	2	11	13	20	9	23	5	26	26	7	
		3%	*% a	5% a	3%	2%	6% d	2%	3%	3%	3%	5%	2%	5%	3%	4% o	1%	
£101-£200	(150.0)	9	1	8	5	3	-	1	3	3	5	*	8	1	7	7	1	
		1%	*% a	1%	1%	1%	-%	1%	1%	1%	1%	*% k	1%	1%	1%	1%	*% o	
More than £200	(225.0)	2	*	1	1	1	-	-	*	*	2	-	2	*	2	1	1	
		*% a	*% a	*% a	*% a	*% a	-% d	-% d	*% i	*% i	*% i	-% k	*% k	*% m	*% m	*% o	*% o	
Don't know		24	9	15	13	9	2	1	6	7	16	3	20	1	21	12	12	
		2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%	
Mean score		21.3	11.6	29.0 a	20.5	21.8	26.2 c	22.5	23.3 i	23.2 i	20.0	24.9 k	20.6	26.7 m	20.6	23.6 o	18.9	
Standard deviation		20.26	11.56	22.30	20.16	20.98	17.78	16.44	19.49	18.86	21.12	16.81	20.80	24.87	20.20	22.79	16.89	
Standard error		.52	.43	.78	.68	.92	1.63	1.51	.89	.77	.69	1.13	.58	2.17	.57	.83	.61	
Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o																		



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 58**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM3a. Approximately how much do you spend each month on your main mobile phone network? IF NECESSARY - Please include the cost of VAT, calls, line rental, text and photo messaging, and internet-type services.**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v	
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499	
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372	
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354	
Up to £10	(7.0)	389	169	57	124	39	389	-	**	90	135	89	123	**	75	102	52	133	306	57	73	45	67	79
		33%	46%	32%	29%	18%	55%	-%	**	20%	42%	71%	71%	**	28%	31%	26%	45%	33%	37%	44%	35%	32%	22%
		bcd	d	d		f				h	hi	hi					mno			uv	v	v		
£11-£20	(15.0)	314	79	50	119	66	314	-	**	112	93	23	32	**	60	77	53	91	248	30	50	32	55	83
		26%	21%	28%	28%	31%	45%	-%	**	25%	29%	19%	19%	**	23%	23%	26%	31%	27%	19%	30%	25%	27%	23%
					a	f				k	jk							r						
£21-£30	(25.0)	237	54	35	96	52	-	237	**	115	50	7	9	**	61	68	44	51	188	33	28	21	39	85
		20%	15%	20%	22%	24%	-%	51%	**	26%	15%	6%	5%	**	23%	21%	22%	17%	21%	21%	17%	16%	19%	24%
					a	a		e		ijk	jk													
£31-£50	(40.0)	182	48	28	64	42	-	182	**	98	26	1	2	**	51	64	40	14	123	28	12	25	37	75
		15%	13%	16%	15%	20%	-%	39%	**	22%	8%	1%	1%	**	19%	19%	20%	5%	13%	18%	7%	19%	18%	21%
					a	a		e		ijk	jk				p	p	p					s	s	s
£51-£100	(75.0)	33	7	4	12	11	-	33	**	20	6	2	2	**	11	9	5	2	23	2	2	4	4	20
		3%	2%	2%	3%	5%	-%	7%	**	5%	2%	2%	1%	**	4%	3%	3%	1%	3%	1%	1%	3%	2%	6%
					a	a		e		ik					p								su	
£101-£200	(150.0)	9	1	1	6	1	-	9	**	5	2	1	1	**	3	2	2	1	6	1	1	1	1	3
		1%	*%	1%	1%	*%	-%	2%	**	1%	1%	1%	1%	**	1%	1%	1%	*%	1%	1%	*%	1%	1%	
								e																
More than £200	(225.0)	2	*	1	-	*	-	2	**	2	*	-	-	**	-	1	*	-	2	-	-	-	1	1
		*%	*%	1%	-%	*%	-%	*%	**	*%	*%	-%	-%	**	-%	*%	*%	-%	*%	-%	-%	-%	*%	*%
Don't know		24	11	1	8	3	-	-	**	7	9	2	4	**	5	5	5	5	18	4	2	1	1	8
		2%	3%	*%	2%	2%	-%	-%	**	2%	3%	1%	2%	**	2%	1%	3%	2%	2%	3%	1%	1%	1%	2%
Mean score		21.3	17.8	21.6	22.3	25.1	10.6	37.6	**	26.5	17.4	12.0	11.6	**	24.3	23.0	23.5	15.0	20.7	20.6	16.1	21.5	21.7	26.4
			a	a	a		e			ijk	jk				p	p	p				s	s	su	
Standard deviation		20.26	17.17	23.04	21.01	20.35	3.98	23.83	**	23.79	17.97	15.61	14.1	**	21.7	22.7	21.5	11.9	20.03	17.88	13.90	19.30	22.21	23.60
Standard error		.52	.74	1.56	.91	1.32	.13	1.04	**	1.10	.69	1.07	.84	**	1.18	1.12	1.11	.68	.58	1.19	1.01	1.50	1.31	1.07

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 59**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM3b. Do you have a contract with (MOBILE PHONE NETWORK) which ties you to their service for a period of time? IF YES - When does your current contract run out?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household and have a monthly contract/ postpay mobile phone package

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON- TRACT b	VERY c	QUITE d	NOT ~e	LAST YEAR ~f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	830	-	830	459	286	82	88	325	413	417	155	671	101	617	437	393
Effective Weighted Sample	544	-	544	302	189	51	63	228	290	254	103	440	72	395	280	263
Total	664	-	664	356	237	67	69	274	342	322	141	521	77	499	347	317
No, don't have a contract	88	-	88	48	31	**	**	32	43	45	15	73	11	65	46	42
	13%	-%	13%	14%	13%	**	**	12%	13%	14%	11%	14%	15%	13%	13%	13%
Within the next month	20	-	20	11	6	**	**	6	9	10	12	8	1	12	14	6
	3%	-%	3%	3%	3%	**	**	2%	3%	3%	8% k	2%	2%	2%	4%	2%
In 1-3 months	42	-	42	28	6	**	**	20	21	20	14	27	7	31	26	15
	6%	-%	6%	8% d	3%	**	**	7%	6%	6%	10%	5%	9%	6%	8%	5%
In 4-6 months	85	-	85	43	31	**	**	43	47	38	27	58	14	63	51	34
	13%	-%	13%	12%	13%	**	**	16%	14%	12%	19% k	11%	18%	13%	15%	11%
In 7-12 months	136	-	136	64	51	**	**	60	71	65	35	101	15	103	74	62
	20%	-%	20%	18%	21%	**	**	22%	21%	20%	25%	19%	20%	21%	21%	20%
In more than 12 months	216	-	216	116	84	**	**	82	117	99	25	189	23	156	100	116
	33%	-%	33%	32%	35%	**	**	30%	34%	31%	18%	36% j	29%	31%	29%	37%
Not sure when contract runs out	63	-	63	36	24	**	**	26	27	36	13	50	5	56	30	33
	10%	-%	10%	10%	10%	**	**	9%	8%	11%	9%	10%	6%	11%	9%	10%
Don't know if I have a contract	15	-	15	10	4	**	**	5	6	9	-	14	1	13	4	10
	2%	-%	2%	3%	2%	**	**	2%	2%	3%	-%	3%	1%	3%	1%	3%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 59**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM3b. Do you have a contract with (MOBILE PHONE NETWORK) which ties you to their service for a period of time? IF YES - When does your current contract run out?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household and have a monthly contract/ postpay mobile phone package

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		a	b	c	d	e	f	~g	h	i	~j	~k	~l	m	n	o	p	q	r	~s	~t	u	v
Significance Level: 95%																							
Unweighted total	830	212	116	330	172	331	477	53	352	349	51	66	15	213	249	210	113	648	117	63	80	148	351
Effective Weighted Sample	544	127	78	224	117	238	306	49	317	328	47	61	14	160	167	118	80	442	71	36	45	93	265
Total	664	162	102	258	142	230	420	135	322	156	29	39	10	180	215	126	100	505	85	56	70	121	263
No, don't have a contract	88	26	14	24	24	54	29	**	35	21	**	**	**	22	26	19	17	66	15	**	**	12	30
	13%	16%	14%	9%	17%	24%	7%	**	11%	13%	**	**	**	12%	12%	15%	17%	13%	18%	**	**	9%	11%
					c	f																	
Within the next month	20	*	3	11	5	9	11	**	10	2	**	**	**	8	3	6	1	15	3	**	**	3	10
	3%	*%	3%	4%	4%	4%	3%	**	3%	1%	**	**	**	4%	2%	5%	1%	3%	3%	**	**	3%	4%
				a	a																		
In 1-3 months	42	10	5	15	12	10	30	**	21	7	**	**	**	15	13	9	4	34	5	**	**	7	19
	6%	6%	5%	6%	9%	4%	7%	**	7%	5%	**	**	**	8%	6%	7%	4%	7%	6%	**	**	5%	7%
In 4-6 months	85	11	13	36	25	21	63	**	38	19	**	**	**	27	24	17	10	54	13	**	**	16	37
	13%	7%	13%	14%	17%	9%	15%	**	12%	12%	**	**	**	15%	11%	14%	10%	11%	15%	**	**	13%	14%
				a	a	e																	
In 7-12 months	136	45	14	49	28	39	95	**	64	31	**	**	**	34	52	21	22	102	18	**	**	27	49
	20%	28%	14%	19%	19%	17%	23%	**	20%	20%	**	**	**	19%	24%	17%	22%	20%	22%	**	**	23%	19%
		b																					
In more than 12 months	216	48	37	89	41	65	149	**	122	58	**	**	**	55	72	38	39	176	23	**	**	44	91
	33%	30%	37%	35%	29%	28%	35%	**	38%	37%	**	**	**	31%	33%	30%	38%	35%	27%	**	**	36%	34%
Not sure when contract runs out	63	20	12	25	6	25	37	**	27	16	**	**	**	15	19	13	4	49	5	**	**	9	21
	10%	12%	12%	10%	4%	11%	9%	**	9%	10%	**	**	**	8%	9%	11%	4%	10%	5%	**	**	8%	8%
		d	d																				
Don't know if I have a contract	15	3	2	8	1	6	5	**	5	4	**	**	**	3	5	3	2	9	3	**	**	4	6
	2%	2%	2%	3%	*%	3%	1%	**	2%	2%	**	**	**	2%	2%	2%	2%	2%	4%	**	**	3%	2%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v																							

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 60**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM5. How satisfied are you with the OVERALL SERVICE PROVIDED by (MOBILE PHONE NETWORK)? Would you say you are...**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
Base for % (Unweighted and weighted)	1556	728	827	900	534	122	118	483	601	955	225	1324	131	1272	776	780
	1179	519	660	673	416	91	103	383	485	694	199	977	102	947	606	574
Very satisfied	673	317	356	673	-	-	58	211	268	405	52	619	30	576	326	347
	57%	61% b	54%	100% de	-%	-%	56%	55%	55%	58%	26%	63% j	29%	61% l	54%	60% n
Fairly satisfied	416	179	237	-	416	-	39	131	170	245	97	317	51	322	224	192
	35%	34%	36%	-%	100% ce	-%	38%	34%	35%	35%	49% k	32%	50% m	34%	37%	33%
TOTAL SATISFIED	1089	496	592	673	416	-	97	342	438	650	149	936	81	898	550	538
	92%	95% b	90%	100% e	100% e	-%	94%	89%	90%	94% g	75%	96% j	79%	95% l	91%	94%
Neither	53	15	38	-	-	53	3	23	26	27	26	28	9	37	32	22
	5%	3%	6% a	-%	-%	59% cd	3%	6%	5%	4%	13% k	3%	9% m	4%	5%	4%
Fairly dissatisfied	24	4	20	-	-	24	2	13	15	8	16	8	8	8	16	8
	2%	1%	3% a	-%	-%	26% cd	2%	3% i	3% i	1%	8% k	1%	8% m	1%	3%	1%
Very dissatisfied	14	5	9	-	-	14	1	4	6	8	9	5	4	4	8	6
	1%	1%	1%	-%	-%	15% cd	1%	1%	1%	1%	5% k	*% m	4% m	*%	1%	1%
TOTAL DISSATISFIED	38	8	29	-	-	38	3	18	21	17	25	13	12	12	24	14
	3%	2%	4% a	-%	-%	41% cd	3%	5%	4%	2%	12% k	1% m	12% m	1% m	4%	2%
Don't know	10	6	4	-	-	-	3	3	7	3	1	9	2	5	4	6

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 60**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM5. How satisfied are you with the OVERALL SERVICE PROVIDED by (MOBILE PHONE NETWORK)? Would you say you are...**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354
Base for % (Unweighted and weighted)	1556	558	219	536	243	999	520	**	471	695	213	288	**	348	419	381	310	1221	229	188	168	288	498
	1179	366	176	424	213	696	460	224	441	321	124	171	47	267	327	201	288	904	154	164	129	204	353
Very satisfied	673	209	95	258	111	419	241	**	248	187	82	110	**	145	180	114	179	522	94	100	80	116	187
	57%	57%	54%	61%	52%	60%	52%	**	56%	58%	66%	65%	**	54%	55%	56%	62%	58%	61%	61%	62%	57%	53%
Fairly satisfied	416	131	78	133	74	238	169	**	149	111	35	51	**	98	118	71	92	318	47	59	38	69	135
	35%	36%	44%	31%	35%	34%	37%	**	34%	35%	28%	30%	**	37%	36%	35%	32%	35%	31%	36%	29%	34%	38%
TOTAL SATISFIED	1089	339	173	392	184	657	410	**	397	298	118	161	**	243	298	185	271	840	142	159	117	185	322
	92%	93%	98%	92%	87%	94%	89%	**	90%	93%	95%	94%	**	91%	91%	92%	94%	93%	92%	97%	91%	90%	91%
Neither	53	19	3	18	14	26	26	**	22	14	5	7	**	15	17	9	9	37	9	3	4	12	18
	5%	5%	1%	4%	6%	4%	6%	**	5%	4%	4%	4%	**	6%	5%	4%	3%	4%	6%	2%	3%	6%	5%
Fairly dissatisfied	24	4	*	10	9	6	18	**	13	4	1	1	**	8	6	5	4	14	2	1	5	4	9
	2%	1%	1%	2%	4%	1%	4%	**	3%	1%	1%	1%	**	3%	2%	3%	1%	2%	1%	1%	4%	2%	2%
Very dissatisfied	14	3	-	5	6	7	6	**	8	4	1	2	**	1	5	3	4	12	1	-	2	4	4
	1%	1%	0%	1%	3%	1%	1%	**	2%	1%	1%	1%	**	1%	2%	1%	1%	1%	1%	0%	1%	2%	1%
TOTAL DISSATISFIED	38	8	*	15	15	13	24	**	21	9	2	3	**	9	11	8	8	26	3	1	7	8	13
	3%	2%	1%	3%	7%	2%	5%	**	5%	3%	1%	2%	**	3%	3%	4%	3%	3%	2%	1%	6%	4%	4%
Don't know	10	3	-	6	1	7	3	**	9	-	1	1	**	1	1	1	8	9	1	3	-	1	1

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 61**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (MOBILE PHONE NETWORK)? Would you say you are...**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
Base for % (Unweighted and weighted)	1544	720	823	888	530	119	120	482	602	942	225	1313	132	1257	770	774
	1176	517	659	665	413	89	106	383	489	687	200	973	103	939	604	572
Very satisfied	593	290	303	495	86	9	65	182	247	346	40	551	24	500	265	327
	50%	56% b	46% de	74% de	21% e	10% c	61% g	48% f	50% f	50% f	20% k	57% j	23% m	53% l	44% o	57% n
Fairly satisfied	460	171	289	155	265	35	28	151	179	282	106	352	53	370	262	198
	39%	33% a	44% ce	23% ce	64% ce	39% c	26% f	39% f	37% f	41% f	53% k	36% k	51% m	39% l	43% o	35% n
TOTAL SATISFIED	1053	461	592	650	351	44	92	333	426	627	146	903	77	870	527	526
	90%	89% a	90% ce	98% de	85% e	49% c	87% g	87% f	87% f	91% gh	73% k	93% j	74% m	93% l	87% o	92% n
Neither	72	37	35	9	43	20	11	25	36	36	23	49	11	45	48	24
	6%	7% b	5% de	1% de	11% c	23% cd	10% g	7% f	7% f	5% gh	12% k	5% j	11% m	5% l	8% o	4% n
Fairly dissatisfied	36	13	23	4	14	17	1	16	17	19	23	13	12	17	18	18
	3%	2% a	4% ce	1% ce	3% c	19% cd	1% f	4% f	3% f	3% f	11% k	1% j	11% m	2% l	3% o	3% n
Very dissatisfied	15	6	9	3	5	8	2	8	11	4	8	7	3	7	11	4
	1%	1% b	1% de	*% de	1% e	8% cd	2% g	2% f	2% f	1% gh	4% k	1% j	3% m	1% l	2% o	1% n
TOTAL DISSATISFIED	51	19	32	6	19	25	3	25	28	23	30	21	15	24	29	22
	4%	4% a	5% ce	1% ce	5% c	28% cd	3% f	6% f	6% f	3% gh	15% k	2% j	15% m	3% l	5% o	4% n
Don't know	13	8	5	8	2	2	-	3	3	11	*	12	1	13	6	8

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 61**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (MOBILE PHONE NETWORK)? Would you say you are...**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354
Base for % (Unweighted and weighted)	1544	547	217	537	243	994	518	**	473	687	210	283	**	343	417	378	310	1212	226	186	166	288	494
	1176	362	175	426	213	696	461	222	446	317	123	168	45	265	325	199	292	902	152	165	128	205	351
Very satisfied	593	169	88	237	99	404	179	**	211	171	71	95	**	130	145	99	170	471	71	111	69	85	162
	50%	47%	50%	56% a	46%	58% f	39%	**	47%	54% h	58% h	57% h	**	49%	45%	50%	58% n	52%	47%	68% tuv	54%	42%	46%
Fairly satisfied	460	154	77	153	76	237	216	**	187	116	40	57	**	103	140	80	96	344	66	41	47	101	147
	39%	43%	44%	36%	36%	34%	47% e	**	42% jk	36%	32%	34%	**	39%	43% p	40%	33%	38%	43%	25%	37%	50% st	42% s
TOTAL SATISFIED	1053	323	165	390	175	640	395	**	399	286	110	152	**	233	285	179	266	815	136	152	116	187	309
	90%	89% d	95% d	91% d	82%	92% f	86%	**	89%	90%	90%	91%	**	88%	88%	90%	91%	90%	90%	92%	91%	91%	88%
Neither	72	27	8	18	19	37	35	**	25	18	8	10	**	19	27	13	14	52	11	5	5	12	22
	6%	8%	4%	4%	9%	5%	8%	**	6%	6%	7%	6%	**	7%	8%	6%	5%	6%	7%	3%	4%	6%	6%
Fairly dissatisfied	36	8	2	12	14	15	21	**	14	9	3	3	**	10	10	5	7	24	5	6	6	2	15
	3%	2%	1%	3%	7% abc	2%	5% e	**	3%	3%	3%	2%	**	4%	3%	2%	3%	3%	3%	3%	5% u	1%	4% u
Very dissatisfied	15	3	-	6	5	4	10	**	8	4	1	2	**	3	3	2	5	12	-	2	1	4	5
	1%	1%	-%	1%	3%	1%	2% e	**	2%	1%	1%	1%	**	1%	1%	1%	2%	1%	-%	1%	1%	2%	1%
TOTAL DISSATISFIED	51	11	2	18	20	19	31	**	22	13	4	5	**	13	13	7	12	36	5	8	7	6	20
	4%	3%	1%	4%	9% abc	3%	7% e	**	5%	4%	4%	3%	**	5%	4%	4%	4%	4%	3%	5%	6%	3%	6%
Don't know	13	8	1	3	1	7	3	**	3	4	2	4	**	3	2	3	4	10	3	2	1	*	3

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 62**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM5b. And how satisfied are you with the RECEPTION or EASE OF ACCESSING the (MOBILE PHONE NETWORK) network? Would you say you are...**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG	CON-TRACT	VERY	QUITE	NOT	LAST YEAR	LONGER AGO	EVER	NEVER	ACTIVE /OPEN	NOT INT'TED	YES	NO	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
Base for % (Unweighted and weighted)	1559	730	828	899	532	121	119	486	605	954	226	1326	132	1273	778	781
	1185	523	662	672	415	90	106	385	491	694	200	981	103	948	609	576
Very satisfied	648	319	329	484	146	15	54	183	237	411	62	584	33	550	324	323
	55%	61%	50%	72%	35%	17%	51%	47%	48%	59%	31%	60%	32%	58%	53%	56%
Fairly satisfied	387	153	235	163	191	30	42	141	183	205	83	304	41	299	202	185
	33%	29%	35%	24%	46%	33%	40%	36%	37%	30%	41%	31%	40%	32%	33%	32%
TOTAL SATISFIED	1035	471	564	647	337	45	96	324	420	616	144	888	75	849	527	509
	87%	90%	85%	96%	81%	50%	91%	84%	85%	89%	72%	91%	73%	90%	87%	88%
Neither	60	22	39	11	35	15	2	23	25	35	20	41	12	41	31	30
	5%	4%	6%	2%	8%	17%	2%	6%	5%	5%	10%	4%	12%	4%	5%	5%
Fairly dissatisfied	63	21	42	8	36	17	5	28	33	30	22	41	10	46	35	28
	5%	4%	6%	1%	9%	19%	5%	7%	7%	4%	11%	4%	10%	5%	6%	5%
Very dissatisfied	26	9	18	5	8	13	2	11	13	14	15	11	6	13	16	10
	2%	2%	3%	1%	2%	15%	2%	3%	3%	2%	7%	1%	6%	1%	3%	2%
TOTAL DISSATISFIED	89	29	60	14	43	30	8	39	46	43	36	52	16	59	52	38
	8%	6%	9%	2%	10%	34%	7%	10%	9%	6%	18%	5%	16%	6%	8%	7%
Don't know	4	2	2	1	1	1	*	1	1	3	-	4	1	3	1	3
	Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o															



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 62**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM5b. And how satisfied are you with the RECEPTION or EASE OF ACCESSING the (MOBILE PHONE NETWORK) network? Would you say you are...**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+ f	16-24 ~g	25-44 h	45-64 i	65-74 j	65+ k	75+ ~l	AB m	C1 n	C2 o	DE p	URBAN q	RURAL r	UP TO £11.5K s	£11.5K- £17.5K t	£17.5K- £29.9K u	£29.9K- £30K+ v
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354
Base for % (Unweighted and weighted)	1559	558	218	539	244	1000	522	**	475	694	213	288	**	349	418	381	313	1224	229	189	167	288	499
	1185	367	176	429	214	698	463	224	447	320	123	170	47	268	326	201	294	909	155	166	129	205	354
Very satisfied	648	189	99	266	93	414	220	**	245	186	74	99	**	140	165	103	184	527	66	118	74	106	177
	55%	52%	56%	62%	44%	59%	47%	**	55%	58%	60%	58%	**	52%	51%	51%	63%	58%	43%	71%	58%	52%	50%
			d	ad		f											mno	r	tuv				
Fairly satisfied	387	137	50	120	81	210	172	**	141	96	42	59	**	81	120	69	82	279	65	37	40	78	118
	33%	37%	29%	28%	38%	30%	37%	**	31%	30%	34%	35%	**	30%	37%	34%	28%	31%	42%	22%	31%	38%	33%
		c			c	e									p			q			s	s	
TOTAL SATISFIED	1035	326	149	386	174	624	392	**	386	282	117	158	**	221	285	172	267	806	131	155	114	184	295
	87%	89%	85%	90%	82%	89%	85%	**	86%	88%	94%	93%	**	83%	87%	86%	91%	89%	85%	94%	89%	90%	83%
		d		d		f					hi	hi					m		v		v		
Neither	60	16	15	14	15	31	28	**	22	16	4	6	**	19	18	11	9	39	12	3	7	8	23
	5%	4%	8%	3%	7%	4%	6%	**	5%	5%	3%	3%	**	7%	5%	6%	3%	4%	8%	2%	6%	4%	6%
			c											p								s	
Fairly dissatisfied	63	19	9	20	15	33	28	**	28	15	3	5	**	18	19	11	15	47	8	5	6	10	26
	5%	5%	5%	5%	7%	5%	6%	**	6%	5%	2%	3%	**	7%	6%	5%	5%	5%	5%	3%	4%	5%	7%
									jk														
Very dissatisfied	26	5	3	9	9	11	15	**	11	7	-	2	**	10	4	7	4	17	4	2	2	3	10
	2%	1%	2%	2%	4%	2%	3%	**	3%	2%	-%	1%	**	4%	1%	3%	1%	2%	3%	1%	1%	2%	3%
									j	j													
TOTAL DISSATISFIED	89	25	12	29	24	43	43	**	40	22	3	7	**	27	23	18	18	64	12	8	7	14	36
	8%	7%	7%	7%	11%	6%	9%	**	9%	7%	2%	4%	**	10%	7%	9%	6%	7%	8%	5%	6%	7%	10%
									jk	j													
Don't know	4	3	1	1	-	4	-	**	2	*	1	2	**	-	1	1	3	4	1	1	1	*	-
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v																							

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 63**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7. Have you ever CHANGED your mobile phone network supplier? IF NECESSARY - Not the phone handset, but the company you pay for the calls you make? IF YES - When did you most recently change mobile phone network?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
Yes - in the last 6 months	69 6%	27 5%	42 6%	38 6%	24 6%	3 3%	69 65% ghi	- -%	69 14% gi	- -%	12 6%	57 6%	- -%	- -%	32 5%	37 6%
Yes - 6-12 months ago	38 3%	11 2%	27 4%	19 3%	15 4%	3 4%	38 35% ghi	- -%	38 8% gi	- -%	5 2%	32 3%	- -%	- -%	22 4%	15 3%
Yes - 1-2 years ago	112 9%	44 8%	68 10%	57 8%	35 9%	17 19% cd	- -%	112 29% fi	112 23% fi	- -%	28 14% k	84 9%	14 13%	90 10%	62 10%	50 9%
Yes - 3-4 years ago	102 9%	28 5%	74 11% a	51 8%	36 9%	14 15% c	- -%	102 26% fi	102 21% fi	- -%	25 12%	76 8%	18 18% m	81 9%	57 9%	44 8%
Yes - more than 4 years ago	172 14%	41 8%	132 20% a	102 15%	60 14%	10 11%	- -%	172 45% fhi	172 35% fi	- -%	33 17%	139 14%	21 20%	151 16%	89 15%	83 14%
No - never changed supplier	677 57%	364 69% b	313 47%	391 58%	240 58%	44 48%	- -%	- -%	- -%	677 97% fgh	97 49%	577 59% j	50 48%	610 64% l	340 56%	338 58%
No - can't change, only one supplier in the area	20 2%	11 2%	9 1%	14 2%	6 1%	* *%	- -%	- -%	- -%	20 3% gh	1 *%	19 2%	1 1%	19 2%	7 1%	13 2%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 63**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7. Have you ever CHANGED your mobile phone network supplier? IF NECESSARY - Not the phone handset, but the company you pay for the calls you make? IF YES - When did you most recently change mobile phone network?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354
Yes - in the last 6 months	69	-	-	25	43	38	29	**	33	10	5	6	**	15	18	6	24	56	3	12	3	9	21
	6%	-%	-%	6%	20%	5%	6%	**	7%	3%	4%	3%	**	6%	5%	3%	8%	6%	2%	7%	2%	4%	6%
				ab	abc				ik								o	r					
Yes - 6-12 months ago	38	-	-	18	20	16	21	**	18	10	2	2	**	12	6	9	8	28	3	8	3	5	15
	3%	-%	-%	4%	9%	2%	5%	**	4%	3%	1%	1%	**	5%	2%	4%	3%	3%	2%	5%	2%	2%	4%
				ab	abc		e		k														
Yes - 1-2 years ago	112	-	-	45	67	70	39	**	45	30	8	13	**	30	34	18	22	88	12	12	8	27	40
	9%	-%	-%	11%	31%	10%	8%	**	10%	9%	7%	7%	**	11%	10%	9%	8%	10%	8%	7%	6%	13%	11%
				ab	abc																		
Yes - 3-4 years ago	102	35	15	36	16	50	51	**	46	19	8	9	**	27	40	15	16	84	10	15	13	16	33
	9%	9%	9%	8%	7%	7%	11%	**	10%	6%	7%	5%	**	10%	12%	7%	5%	9%	7%	9%	10%	8%	9%
							e		ik							p							
Yes - more than 4 years ago	172	52	35	66	19	80	90	**	90	45	11	14	**	50	55	30	32	132	26	16	14	33	71
	14%	14%	20%	15%	9%	11%	19%	**	20%	14%	9%	8%	**	19%	17%	15%	11%	14%	17%	9%	11%	16%	20%
			d				e		ijk	k				p									st
No - never changed supplier	677	272	121	235	48	435	227	**	209	201	89	126	**	131	165	119	192	509	96	105	88	111	171
	57%	74%	69%	55%	22%	62%	49%	**	47%	63%	71%	73%	**	49%	50%	59%	65%	56%	62%	63%	68%	54%	48%
		cd	cd	d		f				h	hi	hi				m	mn			v	uv		
No - can't change, only one supplier in the area	20	10	5	4	1	14	6	**	9	6	2	3	**	4	9	5	1	15	4	1	*	4	3
	2%	3%	3%	1%	1%	2%	1%	**	2%	2%	2%	1%	**	1%	3%	2%	1%	2%	3%	1%	1%	2%	1%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 64**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQM7c. Which provider did you use for your mobile service before switching to (MOBILE PHONE NETWORK)?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT ~b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR f	LONGER AGO ~g	EVER h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED k	YES ~l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	120	32	88	62	47	9	120	-	120	-	15	104	-	-	60	60
Effective Weighted Sample	65	14	63	32	26	7	65	-	65	-	7	60	-	-	33	32
Total	106	38	69	58	39	6	106	-	106	-	16	89	-	-	54	52
O2 (formerly BTCellnet)	36	**	**	**	**	**	36	-	36	-	**	30	-	-	**	**
	34%	**	**	**	**	**	34%	-%	34%	-%	**	33%	-%	-%	**	**
Orange	21	**	**	**	**	**	21	-	21	-	**	19	-	-	**	**
	20%	**	**	**	**	**	20%	-%	20%	-%	**	21%	-%	-%	**	**
Vodafone	13	**	**	**	**	**	13	-	13	-	**	10	-	-	**	**
	12%	**	**	**	**	**	12%	-%	12%	-%	**	12%	-%	-%	**	**
'3' mobile	12	**	**	**	**	**	12	-	12	-	**	10	-	-	**	**
	11%	**	**	**	**	**	11%	-%	11%	-%	**	12%	-%	-%	**	**
TMobile (formerly One2One)	12	**	**	**	**	**	12	-	12	-	**	8	-	-	**	**
	11%	**	**	**	**	**	11%	-%	11%	-%	**	9%	-%	-%	**	**
Tesco	4	**	**	**	**	**	4	-	4	-	**	4	-	-	**	**
	4%	**	**	**	**	**	4%	-%	4%	-%	**	4%	-%	-%	**	**
Virgin Media	4	**	**	**	**	**	4	-	4	-	**	4	-	-	**	**
	3%	**	**	**	**	**	3%	-%	3%	-%	**	4%	-%	-%	**	**
Talk Mobile/ Carphone Warehouse	1	**	**	**	**	**	1	-	1	-	**	1	-	-	**	**
	1%	**	**	**	**	**	1%	-%	1%	-%	**	1%	-%	-%	**	**
Other	4	**	**	**	**	**	4	-	4	-	**	3	-	-	**	**
	4%	**	**	**	**	**	4%	-%	4%	-%	**	4%	-%	-%	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 64**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQM7c. Which provider did you use for your mobile service before switching to (MOBILE PHONE NETWORK)?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	~v
Significance Level: 95%																							
Unweighted total	120	-	-	61	59	66	52	7	54	44	12	14	2	35	31	27	21	99	9	16	8	24	47
Effective Weighted Sample	65	-	-	47	29	32	31	6	45	41	12	14	2	27	24	19	12	53	8	11	7	20	37
Total	106	-	-	43	63	54	50	25	51	21	7	8	1	27	24	15	33	84	6	20	6	14	36
O2 (formerly BTCellnet)	36	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Orange	21	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	13	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'3' mobile	12	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TMobile (formerly One2One)	12	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco	4	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	4	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Talk Mobile/ Carphone Warehouse	1	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	4	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 65**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQM7d. Which one of these best describes how you switched from (PREVIOUS MOBILE PHONE NETWORK) to (MOBILE PHONE NETWORK) for your mobile service?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG	CON-TRACT	VERY	QUITE	NOT	LAST YEAR	LONGER AGO	EVER	NEVER	ACTIVE /OPEN	NOT INT'TED	YES	NO	MALE	FEMALE
		~a	~b	~c	~d	~e	f	~g	h	~i	~j	k	~l	~m	~n	~o
Significance Level: 95%																
Unweighted total	120	32	88	62	47	9	120	-	120	-	15	104	-	-	60	60
Effective Weighted Sample	65	14	63	32	26	7	65	-	65	-	7	60	-	-	33	32
Total	106	38	69	58	39	6	106	-	106	-	16	89	-	-	54	52
I contacted my new provider to start the switch. My new provider then arranged the switch for me. I did not need a PAC/ switching code.	30 28%	** **	** **	** **	** **	** **	30 28%	- -%	30 28%	- -%	** **	26 29%	- -%	- -%	** **	** **
I got a PAC/ switching code from my old provider and gave this to my new provider. My new provider then arranged the switch for me.	25 24%	** **	** **	** **	** **	** **	25 24%	- -%	25 24%	- -%	** **	22 24%	- -%	- -%	** **	** **
I contacted my old provider to tell them I wanted to cancel. I contacted my new provider to tell them I wanted to start using them for the service. I did not need a PAC/ switching code.	21 19%	** **	** **	** **	** **	** **	21 19%	- -%	21 19%	- -%	** **	12 14%	- -%	- -%	** **	** **
Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o																

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 65**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQM7d. Which one of these best describes how you switched from (PREVIOUS MOBILE PHONE NETWORK) to (MOBILE PHONE NETWORK) for your mobile service?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT ~b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR f	LONGER AGO ~g	EVER h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED k	YES ~l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	120	32	88	62	47	9	120	-	120	-	15	104	-	-	60	60
Effective Weighted Sample	65	14	63	32	26	7	65	-	65	-	7	60	-	-	33	32
Total	106	38	69	58	39	6	106	-	106	-	16	89	-	-	54	52
(PREPAY ONLY) I just stopped using the SIM card from my previous provider and bought one from my new provider	27	**	**	**	**	**	27	-	27	-	**	26	-	-	**	**
	26%	**	**	**	**	**	26%	-%	26%	-%	**	29%	-%	-%	**	**
Don't know	4	**	**	**	**	**	4	-	4	-	**	4	-	-	**	**
	3%	**	**	**	**	**	3%	-%	3%	-%	**	4%	-%	-%	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 65**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQM7d. Which one of these best describes how you switched from (PREVIOUS MOBILE PHONE NETWORK) to (MOBILE PHONE NETWORK) for your mobile service?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	~v
Significance Level: 95%																							
Unweighted total	120	-	-	61	59	66	52	7	54	44	12	14	2	35	31	27	21	99	9	16	8	24	47
Effective Weighted Sample	65	-	-	47	29	32	31	6	45	41	12	14	2	27	24	19	12	53	8	11	7	20	37
Total	106	-	-	43	63	54	50	25	51	21	7	8	1	27	24	15	33	84	6	20	6	14	36
I contacted my new provider to start the switch. My new provider then arranged the switch for me. I did not need a PAC/ switching code.	30 28%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
I got a PAC/ switching code from my old provider and gave this to my new provider. My new provider then arranged the switch for me.	25 24%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
I contacted my old provider to tell them I wanted to cancel. I contacted my new provider to tell them I wanted to start using them for the service. I did not need a PAC/ switching code.	21 19%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 65**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQM7d. Which one of these best describes how you switched from (PREVIOUS MOBILE PHONE NETWORK) to (MOBILE PHONE NETWORK) for your mobile service?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	UP TO £20 ~e	£21+ ~f	16-24 ~g	25-44 ~h	45-64 ~i	65-74 ~j	75+ ~k	75+ ~l	AB ~m	C1 ~n	C2 ~o	DE ~p	URBAN ~q	RURAL ~r	UP TO £11.5K ~s	£11.5K- £17.5K ~t	£17.5K- £29.9K ~u	£29.9K- £30K+ ~v
Significance Level: 95%																							
Unweighted total	120	-	-	61	59	66	52	7	54	44	12	14	2	35	31	27	21	99	9	16	8	24	47
Effective Weighted Sample	65	-	-	47	29	32	31	6	45	41	12	14	2	27	24	19	12	53	8	11	7	20	37
Total	106	-	-	43	63	54	50	25	51	21	7	8	1	27	24	15	33	84	6	20	6	14	36
(PREPAY ONLY) I just stopped using the SIM card from my previous provider and bought one from my new provider	27 26%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Don't know	4 3%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 66**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQM7da. Did you keep your mobile phone number when you switched to another network?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT ~b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR f	LONGER AGO ~g	EVER h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED k	YES ~l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	120	32	88	62	47	9	120	-	120	-	15	104	-	-	60	60
Effective Weighted Sample	65	14	63	32	26	7	65	-	65	-	7	60	-	-	33	32
Total	106	38	69	58	39	6	106	-	106	-	16	89	-	-	54	52
Yes, kept the same number	45	**	**	**	**	**	45	-	45	-	**	35	-	-	**	**
	43%	**	**	**	**	**	43%	-%	43%	-%	**	40%	-%	-%	**	**
No, changed my number	61	**	**	**	**	**	61	-	61	-	**	53	-	-	**	**
	57%	**	**	**	**	**	57%	-%	57%	-%	**	60%	-%	-%	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 66**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQM7da. Did you keep your mobile phone number when you switched to another network?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	~v
Significance Level: 95%																							
Unweighted total	120	-	-	61	59	66	52	7	54	44	12	14	2	35	31	27	21	99	9	16	8	24	47
Effective Weighted Sample	65	-	-	47	29	32	31	6	45	41	12	14	2	27	24	19	12	53	8	11	7	20	37
Total	106	-	-	43	63	54	50	25	51	21	7	8	1	27	24	15	33	84	6	20	6	14	36
Yes, kept the same number	45	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, changed my number	61	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	57%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 67**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7da. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT ~b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR f	LONGER AGO ~g	EVER h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED k	YES ~l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	120	32	88	62	47	9	120	-	120	-	15	104	-	-	60	60
Effective Weighted Sample	65	14	63	32	26	7	65	-	65	-	7	60	-	-	33	32
Total	106	38	69	58	39	6	106	-	106	-	16	89	-	-	54	52
Before I started considering using an alternative provider	51 48%	** **	** **	** **	** **	** **	51 48%	- -%	51 48%	- -%	** **	40 45%	- -%	- -%	** **	** **
While I was considering or comparing alternative providers	4 4%	** **	** **	** **	** **	** **	4 4%	- -%	4 4%	- -%	** **	4 4%	- -%	- -%	** **	** **
After I had spoken to my new provider and agreed to switch but not actually placed an order	3 3%	** **	** **	** **	** **	** **	3 3%	- -%	3 3%	- -%	** **	3 4%	- -%	- -%	** **	** **
After I had signed up or placed an order with my new provider	5 5%	** **	** **	** **	** **	** **	5 5%	- -%	5 5%	- -%	** **	5 6%	- -%	- -%	** **	** **
Don't know	42 40%	** **	** **	** **	** **	** **	42 40%	- -%	42 40%	- -%	** **	37 41%	- -%	- -%	** **	** **
Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o																

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 67**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7da. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	~v
Significance Level: 95%																							
Unweighted total	120	-	-	61	59	66	52	7	54	44	12	14	2	35	31	27	21	99	9	16	8	24	47
Effective Weighted Sample	65	-	-	47	29	32	31	6	45	41	12	14	2	27	24	19	12	53	8	11	7	20	37
Total	106	-	-	43	63	54	50	25	51	21	7	8	1	27	24	15	33	84	6	20	6	14	36
Before I started considering using an alternative provider	51 48%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
While I was considering or comparing alternative providers	4 4%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
After I had spoken to my new provider and agreed to switch but not actually placed an order	3 3%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
After I had signed up or placed an order with my new provider	5 5%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Don't know	42 40%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v																							

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 68**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7db. And did you have to pay an early termination or cancellation charge to (PREVIOUS MOBILE PHONE NETWORK) in order to leave your contract with them?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT ~b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR f	LONGER AGO ~g	EVER h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED k	YES ~l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	120	32	88	62	47	9	120	-	120	-	15	104	-	-	60	60
Effective Weighted Sample	65	14	63	32	26	7	65	-	65	-	7	60	-	-	33	32
Total	106	38	69	58	39	6	106	-	106	-	16	89	-	-	54	52
Yes	9	**	**	**	**	**	9	-	9	-	**	7	-	-	**	**
	8%	**	**	**	**	**	8%	-%	8%	-%	**	8%	-%	-%	**	**
No	98	**	**	**	**	**	98	-	98	-	**	81	-	-	**	**
	92%	**	**	**	**	**	92%	-%	92%	-%	**	92%	-%	-%	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 68**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7db. And did you have to pay an early termination or cancellation charge to (PREVIOUS MOBILE PHONE NETWORK) in order to leave your contract with them?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	UP TO £20 ~e	£21+ ~f	16-24 ~g	25-44 ~h	45-64 ~i	65-74 ~j	65+ ~k	75+ ~l	AB ~m	C1 ~n	C2 ~o	DE ~p	URBAN ~q	RURAL ~r	UP TO £11.5K ~s	£11.5K- £17.5K ~t	£17.5K- £29.9K ~u	£29.9K- £30K+ ~v
Significance Level: 95%																							
Unweighted total	120	-	-	61	59	66	52	7	54	44	12	14	2	35	31	27	21	99	9	16	8	24	47
Effective Weighted Sample	65	-	-	47	29	32	31	6	45	41	12	14	2	27	24	19	12	53	8	11	7	20	37
Total	106	-	-	43	63	54	50	25	51	21	7	8	1	27	24	15	33	84	6	20	6	14	36
Yes	9	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	98	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	92%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 69**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQM7e. Did you receive any OTHER services from (PREVIOUS MOBILE PHONE NETWORK) as well as your mobile service at the time you switched to (MOBILE PHONE NETWORK)? IF YES - Which other services did you receive from (PREVIOUS MOBILE PHONE NETWORK)?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG	CON-TRACT	VERY	QUITE	NOT	LAST YEAR	LONGER AGO	EVER	NEVER	ACTIVE /OPEN	NOT INTT'D	YES	NO	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	f	~g	h	~i	~j	k	~l	~m	~n	~o
Unweighted total	120	32	88	62	47	9	120	-	120	-	15	104	-	-	60	60
Effective Weighted Sample	65	14	63	32	26	7	65	-	65	-	7	60	-	-	33	32
Total	106	38	69	58	39	6	106	-	106	-	16	89	-	-	54	52
No, did not receive any other services	98	**	**	**	**	**	98	-	98	-	**	81	-	-	**	**
	92%	**	**	**	**	**	92%	-%	92%	-%	**	91%	-%	-%	**	**
Mobile broadband service	4	**	**	**	**	**	4	-	4	-	**	4	-	-	**	**
	3%	**	**	**	**	**	3%	-%	3%	-%	**	4%	-%	-%	**	**
Fixed broadband service	3	**	**	**	**	**	3	-	3	-	**	3	-	-	**	**
	3%	**	**	**	**	**	3%	-%	3%	-%	**	3%	-%	-%	**	**
Landline phone	2	**	**	**	**	**	2	-	2	-	**	2	-	-	**	**
	2%	**	**	**	**	**	2%	-%	2%	-%	**	2%	-%	-%	**	**
TV service	1	**	**	**	**	**	1	-	1	-	**	1	-	-	**	**
	1%	**	**	**	**	**	1%	-%	1%	-%	**	2%	-%	-%	**	**
Don't know	1	**	**	**	**	**	1	-	1	-	**	1	-	-	**	**
	1%	**	**	**	**	**	1%	-%	1%	-%	**	2%	-%	-%	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 69**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQM7e. Did you receive any OTHER services from (PREVIOUS MOBILE PHONE NETWORK) as well as your mobile service at the time you switched to (MOBILE PHONE NETWORK)? IF YES - Which other services did you receive from (PREVIOUS MOBILE PHONE NETWORK)?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

		MOBILE MONTHLY																							
		MOBILE PHONE INDEX				SPEND		AGE							SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INACTIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+		
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	~v		
Unweighted total	120	-	-	61	59	66	52	7	54	44	12	14	2	35	31	27	21	99	9	16	8	24	47		
Effective Weighted Sample	65	-	-	47	29	32	31	6	45	41	12	14	2	27	24	19	12	53	8	11	7	20	37		
Total	106	-	-	43	63	54	50	25	51	21	7	8	1	27	24	15	33	84	6	20	6	14	36		
No, did not receive any other services	98	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
	92%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
Mobile broadband service	4	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
	3%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
Fixed broadband service	3	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
	3%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
Landline phone	2	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
	2%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
TV service	1	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
	1%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
Don't know	1	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
	1%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 70**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQM7f. You said you received (SERVICES AT NQM7E) from (PREVIOUS MOBILE PHONE NETWORK). Did you get these services as a package/ bundle or separate services?**

Base : Those who received other services from their previous mobile phone network supplier at the time they switched

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT ~b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR ~f	LONGER AGO ~g	EVER ~h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED ~k	YES ~l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	9	4	5	5	4	-	9	-	9	-	-	9	-	-	7	2
Effective Weighted Sample	7	3	4	4	4	-	7	-	7	-	-	7	-	-	6	2
Total	7	3	3	4	3	-	7	-	7	-	-	7	-	-	6	1
Mobile phone service	**	**	**	**	**	-	**	-	**	-	-	**	-	-	**	**
	**	**	**	**	**	-%	**	-%	**	-%	-%	**	-%	-%	**	**
Fixed broadband service	**	**	**	**	**	-	**	-	**	-	-	**	-	-	**	**
	**	**	**	**	**	-%	**	-%	**	-%	-%	**	-%	-%	**	**
TV service	**	**	**	**	**	-	**	-	**	-	-	**	-	-	**	**
	**	**	**	**	**	-%	**	-%	**	-%	-%	**	-%	-%	**	**
Landline service	**	**	**	**	**	-	**	-	**	-	-	**	-	-	**	**
	**	**	**	**	**	-%	**	-%	**	-%	-%	**	-%	-%	**	**
Mobile broadband service	**	**	**	**	**	-	**	-	**	-	-	**	-	-	**	**
	**	**	**	**	**	-%	**	-%	**	-%	-%	**	-%	-%	**	**
All separate services	**	**	**	**	**	-	**	-	**	-	-	**	-	-	**	**
	**	**	**	**	**	-%	**	-%	**	-%	-%	**	-%	-%	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 70**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQM7f. You said you received (SERVICES AT NQM7E) from (PREVIOUS MOBILE PHONE NETWORK). Did you get these services as a package/ bundle or separate services?**

Base : Those who received other services from their previous mobile phone network supplier at the time they switched

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	~v
Significance Level: 95%																							
Unweighted total	9	-	-	3	6	3	6	-	2	5	1	1	-	2	3	-	3	8	-	2	1	1	3
Effective Weighted Sample	7	-	-	3	5	3	5	-	2	5	1	1	-	2	3	-	3	7	-	2	1	1	3
Total	7	-	-	2	5	2	5	-	2	3	1	1	-	1	2	-	2	5	-	1	1	*	2
Mobile phone service	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	-	**	**	-	**	**	**	**
	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	-%	**	**	-%	**	**	**	**
Fixed broadband service	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	-	**	**	-	**	**	**	**
	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	-%	**	**	-%	**	**	**	**
TV service	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	-	**	**	-	**	**	**	**
	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	-%	**	**	-%	**	**	**	**
Landline service	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	-	**	**	-	**	**	**	**
	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	-%	**	**	-%	**	**	**	**
Mobile broadband service	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	-	**	**	-	**	**	**	**
	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	-%	**	**	-%	**	**	**	**
All separate services	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	-	**	**	-	**	**	**	**
	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	-%	**	**	-%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 71**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone network supplier? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
Very easy	577 49%	258 49%	319 48%	356 53% d	180 43%	38 41%	73 69% gi	214 55% i	287 58% i	290 42%	91 46%	485 49%	53 51%	442 46%	313 51%	264 46%
Fairly easy	390 33%	163 31%	227 34%	195 29%	163 39% c	29 32%	28 27%	127 33%	155 32%	235 34%	80 40% k	309 31%	37 35%	315 33%	189 31%	202 35%
TOTAL EASY	967 81%	421 80%	546 82%	551 82%	343 82%	67 74%	102 96% i	341 88% i	443 90% i	525 75%	171 86%	794 81%	89 86%	757 80%	501 82%	466 80%
Fairly difficult	89 7%	29 6%	60 9% a	45 7%	34 8%	10 10%	2 2%	26 7%	28 6%	61 9%	15 8%	74 7%	8 8%	74 8%	42 7%	47 8%
Very difficult	47 4%	17 3%	29 4%	20 3%	15 4%	11 12% cd	2 2%	13 3%	15 3%	32 5%	9 5%	37 4%	4 4%	38 4%	28 5%	19 3%
TOTAL DIFFICULT	135 11%	46 9%	89 13% a	66 10%	49 12%	20 22% cd	4 4%	39 10%	43 9%	93 13% fh	25 12%	111 11%	12 12%	112 12%	70 11%	66 11%
Don't know	86 7%	58 11% b	29 4%	56 8%	24 6%	4 4%	* *%	6 2%	7 1%	80 11% fgh	4 2%	81 8% j	3 3%	82 9% l	39 6%	48 8%
Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o																

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 71**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone network supplier? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354
Very easy	577	149	73	243	113	337	229	**	229	174	47	65	**	119	163	100	146	440	77	92	60	108	172
	49%	40%	41%	57%	53%	48%	50%	**	51%	54%	37%	38%	**	45%	50%	49%	49%	48%	50%	55%	46%	53%	49%
				ab	a				jk	jk													
Fairly easy	390	127	71	116	76	227	156	**	158	91	37	49	**	104	104	54	98	310	40	49	40	71	119
	33%	34%	40%	27%	36%	32%	34%	**	35%	28%	30%	28%	**	39%	32%	27%	33%	34%	26%	30%	31%	34%	34%
		c	c						i					o									
TOTAL EASY	967	276	144	359	189	564	385	**	387	265	84	114	**	223	267	154	244	750	117	141	100	179	291
	81%	75%	82%	83%	88%	80%	83%	**	86%	83%	67%	66%	**	83%	82%	76%	82%	82%	76%	84%	77%	87%	82%
				a	a				jk	jk											t		
Fairly difficult	89	27	14	35	13	44	45	**	30	18	10	13	**	21	28	21	16	63	13	7	12	14	31
	7%	7%	8%	8%	6%	6%	10%	**	7%	5%	8%	8%	**	8%	8%	10%	5%	7%	8%	4%	9%	7%	9%
Very difficult	47	18	9	11	9	29	16	**	19	12	6	8	**	13	11	13	8	33	10	5	4	3	18
	4%	5%	5%	3%	4%	4%	4%	**	4%	4%	5%	5%	**	5%	3%	7%	3%	4%	6%	3%	3%	2%	5%
																						u	
TOTAL DIFFICULT	135	44	23	47	22	73	61	**	49	30	15	21	**	34	39	34	23	96	23	12	16	17	49
	11%	12%	13%	11%	10%	10%	13%	**	11%	9%	12%	12%	**	13%	12%	17%	8%	11%	15%	7%	12%	8%	14%
																p						su	
Don't know	86	49	10	24	3	65	17	**	14	26	25	37	**	11	21	14	29	66	15	14	14	9	14
	7%	13%	5%	6%	2%	9%	4%	**	3%	8%	20%	22%	**	4%	7%	7%	10%	7%	10%	9%	11%	5%	4%
		bcd		d		f				h	hi	hi					m			v	v		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 72**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone network supplier? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed their mobile phone network supplier

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT ~e	LAST YEAR ~f	LONGER AGO ~g	EVER ~h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES ~l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	957	539	417	572	320	63	-	-	-	957	120	832	65	870	457	500
Effective Weighted Sample	572	319	254	356	183	36	-	-	-	572	77	492	46	511	252	329
Total	697	375	322	405	245	44	-	-	-	697	98	597	51	629	347	350
Very easy	290 42%	159 42%	131 41%	180 44%	96 39%	** **	- -%	- -%	- -%	290 42%	43 44%	247 41%	** **	265 42%	159 46%	131 37%
Fairly easy	235 34%	125 33%	110 34%	132 33%	90 37%	** **	- -%	- -%	- -%	235 34%	35 36%	200 33%	** **	209 33%	103 30%	132 38% n
TOTAL EASY	525 75%	284 76%	241 75%	312 77%	185 76%	** **	- -%	- -%	- -%	525 75%	78 79%	446 75%	** **	474 75%	262 75%	263 75%
Fairly difficult	61 9%	24 6%	37 11% a	31 8%	24 10%	** **	- -%	- -%	- -%	61 9%	9 9%	52 9%	** **	52 8%	29 8%	32 9%
Very difficult	32 5%	13 4%	19 6%	12 3%	13 5%	** **	- -%	- -%	- -%	32 5%	7 7%	25 4%	** **	27 4%	19 6%	13 4%
TOTAL DIFFICULT	93 13%	38 10%	55 17% a	43 11%	37 15%	** **	- -%	- -%	- -%	93 13%	16 16%	76 13%	** **	79 13%	48 14%	45 13%
Don't know	80 11%	54 14% b	26 8%	50 12%	23 10%	** **	- -%	- -%	- -%	80 11%	4 4%	74 12% j	** **	76 12%	37 11%	43 12%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 72**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone network supplier? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed their mobile phone network supplier

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		a	b	c	~d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	957	437	156	295	69	655	276	46	232	450	155	216	61	187	236	249	216	743	149	125	119	173	259
Effective Weighted Sample	572	275	92	170	49	398	163	41	201	413	141	198	57	131	157	145	134	471	83	64	65	106	190
Total	697	283	126	239	49	449	232	129	218	207	91	129	38	134	174	124	194	524	101	105	88	116	174
Very easy	290	99	45	127	**	187	97	**	98	96	24	36	**	51	67	55	85	217	40	51	35	58	65
	42%	35%	36%	53%	**	42%	42%	**	45%	46%	26%	28%	**	38%	38%	44%	44%	41%	40%	48%	40%	50%	37%
				ab					jk	jk											v		
Fairly easy	235	104	55	56	**	149	81	**	78	64	32	41	**	52	63	33	65	180	29	35	29	40	61
	34%	37%	44%	23%	**	33%	35%	**	36%	31%	35%	32%	**	39%	36%	26%	33%	34%	29%	33%	33%	35%	35%
		c	c											o									
TOTAL EASY	525	203	100	182	**	336	178	**	177	160	55	76	**	103	130	87	150	397	69	86	64	98	126
	75%	72%	80%	76%	**	75%	77%	**	81%	77%	61%	59%	**	77%	75%	71%	77%	76%	69%	81%	72%	85%	72%
									jk	jk											v		
Fairly difficult	61	22	9	26	**	34	27	**	18	13	8	11	**	14	18	15	10	49	7	3	10	8	23
	9%	8%	7%	11%	**	8%	11%	**	8%	6%	9%	9%	**	10%	10%	12%	5%	9%	7%	2%	12%	7%	13%
																p				s	s		
Very difficult	32	11	7	10	**	19	12	**	12	9	5	7	**	8	7	9	7	18	9	4	3	2	12
	5%	4%	6%	4%	**	4%	5%	**	5%	5%	6%	5%	**	6%	4%	7%	4%	4%	9%	4%	3%	1%	7%
																		q				u	
TOTAL DIFFICULT	93	33	17	36	**	53	39	**	29	23	13	18	**	22	25	24	17	67	17	6	13	9	35
	13%	12%	13%	15%	**	12%	17%	**	13%	11%	15%	14%	**	16%	14%	19%	9%	13%	17%	6%	15%	8%	20%
														p								su	
Don't know	80	47	9	21	**	60	15	**	12	24	22	34	**	10	19	12	27	60	14	14	11	9	13
	11%	17%	7%	9%	**	13%	7%	**	5%	12%	24%	27%	**	7%	11%	10%	14%	11%	14%	13%	13%	7%	7%
		bc				f				h	hi	hi											

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 73**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7bb. What was difficult?**

Base : Those who have changed their mobile phone network supplier in the last 12 months and found it difficult

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT ~b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR ~f	LONGER AGO ~g	EVER ~h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED ~k	YES ~l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	7	-	7	4	2	1	7	-	7	-	1	6	-	-	5	2
Effective Weighted Sample	6	-	6	4	2	1	6	-	6	-	1	5	-	-	5	2
Total	4	-	4	2	1	1	4	-	4	-	*	3	-	-	3	1
Temporary loss or disruption of your mobile service during the switch	**	-	**	**	**	**	**	-	**	-	**	**	-	-	**	**
	**	-%	**	**	**	**	**	-%	**	-%	**	**	-%	-%	**	**
Technical issues getting the new service up and running	**	-	**	**	**	**	**	-	**	-	**	**	-	-	**	**
	**	-%	**	**	**	**	**	-%	**	-%	**	**	-%	-%	**	**
Previous supplier kept sending bills for the cancelled service	**	-	**	**	**	**	**	-	**	-	**	**	-	-	**	**
	**	-%	**	**	**	**	**	-%	**	-%	**	**	-%	-%	**	**
Having to pay more than one company to provide a service, to make sure you didn't lose that service	**	-	**	**	**	**	**	-	**	-	**	**	-	-	**	**
	**	-%	**	**	**	**	**	-%	**	-%	**	**	-%	-%	**	**
Difficult to get through to the previous supplier to cancel the service	**	-	**	**	**	**	**	-	**	-	**	**	-	-	**	**
	**	-%	**	**	**	**	**	-%	**	-%	**	**	-%	-%	**	**
Arranging for the old and new services to stop and start at the right time	**	-	**	**	**	**	**	-	**	-	**	**	-	-	**	**
	**	-%	**	**	**	**	**	-%	**	-%	**	**	-%	-%	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 73**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7bb. What was difficult?**

Base : Those who have changed their mobile phone network supplier in the last 12 months and found it difficult

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT ~b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR ~f	LONGER AGO ~g	EVER ~h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED ~k	YES ~l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	7	-	7	4	2	1	7	-	7	-	1	6	-	-	5	2
Effective Weighted Sample	6	-	6	4	2	1	6	-	6	-	1	5	-	-	5	2
Total	4	-	4	2	1	1	4	-	4	-	*	3	-	-	3	1
Other	**	-	**	**	**	**	**	-	**	-	**	**	-	-	**	**
	**	-%	**	**	**	**	**	-%	**	-%	**	**	-%	-%	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 73**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7bb. What was difficult?**

Base : Those who have changed their mobile phone network supplier in the last 12 months and found it difficult

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	~v
Significance Level: 95%																							
Unweighted total	7	-	-	4	3	5	2	-	1	4	2	2	-	4	1	1	1	5	2	2	-	1	3
Effective Weighted Sample	6	-	-	3	3	4	2	-	1	4	2	2	-	4	1	1	1	4	2	2	-	1	3
Total	4	-	-	2	1	3	1	-	1	2	1	1	-	2	1	*	1	3	1	1	-	*	1
Temporary loss or disruption of your mobile service during the switch	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	-	**	**
	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	-%	**	**
Technical issues getting the new service up and running	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	-	**	**
	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	-%	**	**
Previous supplier kept sending bills for the cancelled service	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	-	**	**
	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	-%	**	**
Having to pay more than one company to provide a service, to make sure you didn't lose that service	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	-	**	**
	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	-%	**	**
Difficult to get through to the previous supplier to cancel the service	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	-	**	**
	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	-%	**	**
Arranging for the old and new services to stop and start at the right time	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	-	**	**
	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	-%	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 73**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7bb. What was difficult?**

Base : Those who have changed their mobile phone network supplier in the last 12 months and found it difficult

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	UP TO £20 ~e	£21+ ~f	16-24 ~g	25-44 ~h	45-64 ~i	65-74 ~j	65+ ~k	75+ ~l	AB ~m	C1 ~n	C2 ~o	DE ~p	URBAN ~q	RURAL ~r	UP TO £11.5K ~s	£11.5K- £17.5K ~t	£17.5K- £29.9K ~u	£29.9K- £30K+ ~v
Significance Level: 95%																							
Unweighted total	7	-	-	4	3	5	2	-	1	4	2	2	-	4	1	1	1	5	2	2	-	1	3
Effective Weighted Sample	6	-	-	3	3	4	2	-	1	4	2	2	-	4	1	1	1	4	2	2	-	1	3
Total	4	-	-	2	1	3	1	-	1	2	1	1	-	2	1	*	1	3	1	1	-	*	1
Other	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	-	**	**
	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	-%	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 74**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7ca. Thinking about when you switched your mobile service, did you experience any difficulties with any of the following?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT ~b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR f	LONGER AGO ~g	EVER h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED k	YES ~l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	120	32	88	62	47	9	120	-	120	-	15	104	-	-	60	60
Effective Weighted Sample	65	14	63	32	26	7	65	-	65	-	7	60	-	-	33	32
Total	106	38	69	58	39	6	106	-	106	-	16	89	-	-	54	52
Temporary loss or disruption of your mobile service during the switch	11	**	**	**	**	**	11	-	11	-	**	6	-	-	**	**
	11%	**	**	**	**	**	11%	-%	11%	-%	**	7%	-%	-%	**	**
Previous supplier kept trying to persuade us to stay	11	**	**	**	**	**	11	-	11	-	**	5	-	-	**	**
	11%	**	**	**	**	**	11%	-%	11%	-%	**	6%	-%	-%	**	**
Comparing the different offers available for mobile phones when looking to switch	9	**	**	**	**	**	9	-	9	-	**	5	-	-	**	**
	8%	**	**	**	**	**	8%	-%	8%	-%	**	6%	-%	-%	**	**
Difficult to get through to the previous supplier to cancel the service	8	**	**	**	**	**	8	-	8	-	**	3	-	-	**	**
	7%	**	**	**	**	**	7%	-%	7%	-%	**	4%	-%	-%	**	**
Arranging for the old and new services to stop and start at the right time	6	**	**	**	**	**	6	-	6	-	**	2	-	-	**	**
	6%	**	**	**	**	**	6%	-%	6%	-%	**	2%	-%	-%	**	**
Knowing what steps you needed to take to switch from one supplier to another	6	**	**	**	**	**	6	-	6	-	**	3	-	-	**	**
	5%	**	**	**	**	**	5%	-%	5%	-%	**	4%	-%	-%	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 74**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7ca. Thinking about when you switched your mobile service, did you experience any difficulties with any of the following?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT ~b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR f	LONGER AGO ~g	EVER h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED k	YES ~l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	120	32	88	62	47	9	120	-	120	-	15	104	-	-	60	60
Effective Weighted Sample	65	14	63	32	26	7	65	-	65	-	7	60	-	-	33	32
Total	106	38	69	58	39	6	106	-	106	-	16	89	-	-	54	52
Having to pay more than one company to provide a service, to make sure you didn't lose that service	5 5%	** **	** **	** **	** **	** **	5 5%	- -%	5 5%	- -%	** **	1 1%	- -%	- -%	** **	** **
Technical issues getting the new service up and running	5 4%	** **	** **	** **	** **	** **	5 4%	- -%	5 4%	- -%	** **	2 2%	- -%	- -%	** **	** **
Previous supplier kept sending bills for the cancelled service	4 4%	** **	** **	** **	** **	** **	4 4%	- -%	4 4%	- -%	** **	3 3%	- -%	- -%	** **	** **
Keeping your phone number	4 4%	** **	** **	** **	** **	** **	4 4%	- -%	4 4%	- -%	** **	4 5%	- -%	- -%	** **	** **
Getting your previous supplier to provide you with any information that you needed to be able to switch to another supplier	3 3%	** **	** **	** **	** **	** **	3 3%	- -%	3 3%	- -%	** **	2 2%	- -%	- -%	** **	** **

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 74**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7ca. Thinking about when you switched your mobile service, did you experience any difficulties with any of the following?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT ~b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR f	LONGER AGO ~g	EVER h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED k	YES ~l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	120	32	88	62	47	9	120	-	120	-	15	104	-	-	60	60
Effective Weighted Sample	65	14	63	32	26	7	65	-	65	-	7	60	-	-	33	32
Total	106	38	69	58	39	6	106	-	106	-	16	89	-	-	54	52
Delay in receiving equipment from your current supplier (i.e. the company you switched to)	3	**	**	**	**	**	3	-	3	-	**	3	-	-	**	**
	2%	**	**	**	**	**	2%	-%	2%	-%	**	3%	-%	-%	**	**
Having to pay a cancellation or early termination charge to your previous supplier	*	**	**	**	**	**	*	-	*	-	**	*	-	-	**	**
	*%	**	**	**	**	**	*%	-%	*%	-%	**	1%	-%	-%	**	**
None of these/ did not experience any difficulties	80	**	**	**	**	**	80	-	80	-	**	70	-	-	**	**
	76%	**	**	**	**	**	76%	-%	76%	-%	**	79%	-%	-%	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 74**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7ca. Thinking about when you switched your mobile service, did you experience any difficulties with any of the following?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	~v
Significance Level: 95%																							
Unweighted total	120	-	-	61	59	66	52	7	54	44	12	14	2	35	31	27	21	99	9	16	8	24	47
Effective Weighted Sample	65	-	-	47	29	32	31	6	45	41	12	14	2	27	24	19	12	53	8	11	7	20	37
Total	106	-	-	43	63	54	50	25	51	21	7	8	1	27	24	15	33	84	6	20	6	14	36
Temporary loss or disruption of your mobile service during the switch	11	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous supplier kept trying to persuade us to stay	11	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Comparing the different offers available for mobile phones when looking to switch	9	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficult to get through to the previous supplier to cancel the service	8	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arranging for the old and new services to stop and start at the right time	6	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Knowing what steps you needed to take to switch from one supplier to another	6	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 74**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7ca. Thinking about when you switched your mobile service, did you experience any difficulties with any of the following?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	~v
Significance Level: 95%																							
Unweighted total	120	-	-	61	59	66	52	7	54	44	12	14	2	35	31	27	21	99	9	16	8	24	47
Effective Weighted Sample	65	-	-	47	29	32	31	6	45	41	12	14	2	27	24	19	12	53	8	11	7	20	37
Total	106	-	-	43	63	54	50	25	51	21	7	8	1	27	24	15	33	84	6	20	6	14	36
Having to pay more than one company to provide a service, to make sure you didn't lose that service	5	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Technical issues getting the new service up and running	5	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous supplier kept sending bills for the cancelled service	4	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Keeping your phone number	4	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting your previous supplier to provide you with any information that you needed to be able to switch to another supplier	3	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 74**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7ca. Thinking about when you switched your mobile service, did you experience any difficulties with any of the following?**

Base : Those who have changed their mobile phone network supplier in the last 12 months

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	UP TO £20 ~e	£21+ ~f	16-24 ~g	25-44 ~h	45-64 ~i	65-74 ~j	65+ ~k	75+ ~l	AB ~m	C1 ~n	C2 ~o	DE ~p	URBAN ~q	RURAL ~r	UP TO £11.5K ~s	£11.5K- £17.5K ~t	£17.5K- £29.9K ~u	£29.9K- £30K+ ~v
Significance Level: 95%																							
Unweighted total	120	-	-	61	59	66	52	7	54	44	12	14	2	35	31	27	21	99	9	16	8	24	47
Effective Weighted Sample	65	-	-	47	29	32	31	6	45	41	12	14	2	27	24	19	12	53	8	11	7	20	37
Total	106	-	-	43	63	54	50	25	51	21	7	8	1	27	24	15	33	84	6	20	6	14	36
Delay in receiving equipment from your current supplier (i.e. the company you switched to)	3 2%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Having to pay a cancellation or early termination charge to your previous supplier	* *%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
None of these/ did not experience any difficulties	80 76%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 75**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM8. What is your current thinking regarding changing the company that provides your mobile phone network? Are you...**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
Actively looking for a new mobile phone network at the moment	29 2%	9 2%	20 3%	9 1%	5 1%	15 16% cd	1 1%	10 3%	11 2%	18 3%	29 14% k	- -%	- -%	- -%	16 3%	12 2%
Open to the idea of a new mobile phone network	172 14%	50 10%	121 18% a	43 6%	91 22% c	36 39% cd	16 15%	75 20% i	91 19% i	80 12%	172 86% k	- -%	57 55% m	99 10%	106 17% o	65 11%
Not interested in a new mobile phone network	985 83%	464 88% b	521 78%	619 92% de	317 76% e	41 45%	89 84%	300 78%	389 79%	597 86% gh	- -%	985 100% j	47 45%	850 89% l	486 80%	499 86% n
Don't know	4 *%	1 *%	2 *%	2 *%	2 *%	- -%	1 1%	* *%	1 *%	2 *%	- -%	- -%	- -%	3 *%	2 *%	2 *%
Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o																

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 75**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM8. What is your current thinking regarding changing the company that provides your mobile phone network? Are you...**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354
Actively looking for a new mobile phone network at the moment	29 2%	- -%	- -%	19 4% ab	10 5% ab	15 2%	14 3%	** **	13 3%	6 2%	4 3%	5 3%	** **	6 2%	9 3%	4 2%	8 3%	19 2%	4 3%	3 2%	4 3%	5 2%	11 3%
Open to the idea of a new mobile phone network	172 14%	- -%	- -%	77 18% ab	95 44% abc	73 10%	96 21% e	** **	77 17% ijk	35 11% k	9 7%	11 7%	** **	64 24% nop	43 13%	26 13%	35 12%	131 14%	22 14%	16 9%	13 10%	38 18% s	67 19% st
Not interested in a new mobile phone network	985 83%	368 100% cd	175 99% cd	332 77% d	109 51%	613 87% f	352 76%	** **	358 80%	278 87% h	111 89% h	155 90% h	** **	196 73%	276 84% m	170 84% m	252 85% m	760 83%	129 83%	148 89% uv	112 87% v	162 79%	275 78%
Don't know	4 *%	1 *%	1 1%	1 *%	- -%	2 *%	2 *%	** **	1 *%	2 1%	* *%	1 *%	** **	1 1%	- -%	1 *%	1 *%	3 *%	1 1%	* *%	- -%	1 *%	1 *%
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v																							

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 76**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM9a. Have you considered changing mobile phone network? IF NECESSARY - Not the phone handset, but the company you pay for the calls you make? IF YES - When did you most recently consider changing mobile phone network?**

Base : Those who have not changed mobile phone network in the last 12 months and who are not actively looking for a new mobile phone network at the moment

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT ~e	LAST YEAR ~f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1409	690	718	828	479	96	-	474	474	935	176	1227	133	1276	698	711
Effective Weighted Sample	886	421	466	532	291	61	-	330	330	557	116	768	95	792	414	481
Total	1055	478	576	606	372	70	-	376	376	680	156	897	104	952	540	515
Yes - in the last 6 months	80	22	58	24	35	**	-	42	42	38	46	34	80	-	41	39
	8%	5%	10%	4%	9%	**	-%	11%	11%	6%	29%	4%	77%	-%	8%	8%
			a		c			i	i		k		m			
Yes - 6-12 months ago	24	5	19	6	15	**	-	11	11	13	11	13	24	-	14	10
	2%	1%	3%	1%	4%	**	-%	3%	3%	2%	7%	1%	23%	-%	3%	2%
			a		c						k		m			
Yes - 1-2 years ago	23	5	18	6	14	**	-	11	11	12	11	12	-	23	14	9
	2%	1%	3%	1%	4%	**	-%	3%	3%	2%	7%	1%	-%	2%	3%	2%
			a		c						k					
Yes - 3-4 years ago	6	3	3	3	4	**	-	3	3	3	2	4	-	6	5	1
	1%	1%	1%	*%	1%	**	-%	1%	1%	*%	1%	*%	-%	1%	1%	*%
Yes - more than 4 years ago	22	12	10	13	6	**	-	8	8	14	-	22	-	22	15	7
	2%	3%	2%	2%	2%	**	-%	2%	2%	2%	-%	2%	-%	2%	3%	1%
No - never considered changing mobile phone network	900	431	468	554	299	**	-	301	301	599	85	812	-	900	451	449
	85%	90%	81%	91%	80%	**	-%	80%	80%	88%	55%	91%	-%	95%	83%	87%
		b		d						gh		j		l		

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 76**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM9a. Have you considered changing mobile phone network? IF NECESSARY - Not the phone handset, but the company you pay for the calls you make? IF YES - When did you most recently consider changing mobile phone network?**

Base : Those who have not changed mobile phone network in the last 12 months and who are not actively looking for a new mobile phone network at the moment

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	1409	560	219	457	173	920	454	73	409	639	197	269	72	307	376	350	286	1104	215	171	155	258	438
Effective Weighted Sample	886	357	136	283	119	582	290	66	360	582	182	249	67	228	250	195	188	728	127	95	89	167	326
Total	1055	370	176	367	142	634	399	194	386	295	114	159	45	234	295	183	256	810	145	145	120	187	307
Yes - in the last 6 months	80	-	8	15	56	36	43	**	40	20	5	6	**	21	28	12	15	63	7	5	8	14	28
	8%	-%	5%	4%	39%	6%	11%	**	10%	7%	4%	4%	**	9%	10%	6%	6%	8%	5%	3%	6%	8%	9%
		a	a	a	abc	e			jk														
Yes - 6-12 months ago	24	-	2	7	15	14	9	**	12	7	1	1	**	6	7	4	5	18	4	3	2	5	9
	2%	-%	1%	2%	10%	2%	2%	**	3%	2%	1%	1%	**	3%	2%	2%	2%	2%	3%	2%	2%	3%	3%
			a	a	abc				k														
Yes - 1-2 years ago	23	4	3	14	2	10	14	**	16	6	1	1	**	13	4	3	3	20	2	2	2	2	15
	2%	1%	1%	4%	1%	2%	3%	**	4%	2%	1%	1%	**	5%	1%	2%	1%	3%	2%	1%	1%	1%	5%
				a					k					nop									u
Yes - 3-4 years ago	6	2	1	2	1	3	3	**	3	3	-	-	**	1	3	*	1	4	1	2	*	-	2
	1%	1%	1%	*%	1%	*%	1%	**	1%	1%	-%	-%	**	1%	1%	*%	*%	1%	1%	2%	*%	-%	1%
Yes - more than 4 years ago	22	12	2	8	1	17	5	**	7	7	3	3	**	3	6	4	4	16	1	4	1	1	6
	2%	3%	1%	2%	*%	3%	1%	**	2%	3%	3%	2%	**	1%	2%	2%	2%	2%	1%	3%	1%	*%	2%
No - never considered changing mobile phone network	900	351	160	321	68	554	325	**	309	252	104	147	**	190	247	160	227	688	130	128	106	165	248
	85%	95%	91%	87%	48%	87%	81%	**	80%	85%	91%	93%	**	81%	84%	87%	89%	85%	89%	89%	89%	88%	81%
		cd	d	d		f				h	h	hi					m				v		

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 77**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM9b. And did you actively START LOOKING for an alternative mobile phone network?**

Base : Those who have considered changing their mobile phone network in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR ~f	LONGER AGO ~g	EVER ~h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED ~k	YES l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	133	32	101	41	62	28	-	68	68	65	71	62	133	-	73	60
Effective Weighted Sample	95	23	72	31	43	20	-	49	49	46	49	47	95	-	52	43
Total	104	27	77	30	51	22	-	53	53	51	57	47	104	-	55	49
Yes	51	**	40	**	**	**	-	**	**	**	**	**	51	-	**	**
	49%	**	52%	**	**	**	-%	**	**	**	**	**	49%	-%	**	**
No	53	**	37	**	**	**	-	**	**	**	**	**	53	-	**	**
	51%	**	48%	**	**	**	-%	**	**	**	**	**	51%	-%	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 77**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM9b. And did you actively START LOOKING for an alternative mobile phone network?**

Base : Those who have considered changing their mobile phone network in the last 12 months

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	q	~r	~s	~t	~u	~v
Significance Level: 95%																							
Unweighted total	133	-	14	28	91	70	61	7	55	56	11	13	2	34	42	29	23	106	17	10	11	26	51
Effective Weighted Sample	95	-	10	20	65	50	44	7	49	50	10	12	2	27	28	17	21	77	14	9	7	17	41
Total	104	-	11	22	71	51	52	17	51	27	6	7	1	27	35	16	20	81	11	8	10	19	38
Yes	51	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	44	**	**	**	**	**
	49%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	55%	**	**	**	**	**
No	53	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	37	**	**	**	**	**
	51%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	45%	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 78**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different mobile phone network?**

Base : Those who have considered changing their mobile phone network in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR ~f	LONGER AGO ~g	EVER ~h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED ~k	YES l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	133	32	101	41	62	28	-	68	68	65	71	62	133	-	73	60
Effective Weighted Sample	95	23	72	31	43	20	-	49	49	46	49	47	95	-	52	43
Total	104	27	77	30	51	22	-	53	53	51	57	47	104	-	55	49
Happy/ satisfied/ content with my current supplier	27	**	24	**	**	**	-	**	**	**	**	**	27	-	**	**
	26%	**	32%	**	**	**	-%	**	**	**	**	**	26%	-%	**	**
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	20	**	15	**	**	**	-	**	**	**	**	**	20	-	**	**
	19%	**	20%	**	**	**	-%	**	**	**	**	**	19%	-%	**	**
Too busy/ don't have time to research the options	10	**	8	**	**	**	-	**	**	**	**	**	10	-	**	**
	10%	**	10%	**	**	**	-%	**	**	**	**	**	10%	-%	**	**
Tied to fixed length contract with my current provider	9	**	7	**	**	**	-	**	**	**	**	**	9	-	**	**
	9%	**	9%	**	**	**	-%	**	**	**	**	**	9%	-%	**	**
Current provider improved their offer	9	**	9	**	**	**	-	**	**	**	**	**	9	-	**	**
	8%	**	11%	**	**	**	-%	**	**	**	**	**	8%	-%	**	**
Problems/ issues with current provider not sufficiently bad/ frequent to switch	8	**	6	**	**	**	-	**	**	**	**	**	8	-	**	**
	8%	**	8%	**	**	**	-%	**	**	**	**	**	8%	-%	**	**
Too much hassle to set up the new service	7	**	2	**	**	**	-	**	**	**	**	**	7	-	**	**
	7%	**	2%	**	**	**	-%	**	**	**	**	**	7%	-%	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 78**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different mobile phone network?**

Base : Those who have considered changing their mobile phone network in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR ~f	LONGER AGO ~g	EVER ~h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED ~k	YES l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	133	32	101	41	62	28	-	68	68	65	71	62	133	-	73	60
Effective Weighted Sample	95	23	72	31	43	20	-	49	49	46	49	47	95	-	52	43
Total	104	27	77	30	51	22	-	53	53	51	57	47	104	-	55	49
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	5 5%	** **	5 6%	** **	** **	** **	- -%	** **	** **	** **	** **	** **	5 5%	- -%	** **	** **
Cheaper to stay on the same network as my friends/ colleagues/ family/ people I call	4 4%	** **	3 3%	** **	** **	** **	- -%	** **	** **	** **	** **	** **	4 4%	- -%	** **	** **
Didn't want to get locked into a fixed contract with new provider	3 3%	** **	- -%	** **	** **	** **	- -%	** **	** **	** **	** **	** **	3 3%	- -%	** **	** **
No/ not enough difference between providers	3 3%	** **	3 3%	** **	** **	** **	- -%	** **	** **	** **	** **	** **	3 3%	- -%	** **	** **
Better handsets available with my current network/ didn't see any other handsets I liked	2 2%	** **	1 2%	** **	** **	** **	- -%	** **	** **	** **	** **	** **	2 2%	- -%	** **	** **
It would have been difficult to keep my phone number	2 1%	** **	* *%	** **	** **	** **	- -%	** **	** **	** **	** **	** **	2 1%	- -%	** **	** **

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 78**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different mobile phone network?**

Base : Those who have considered changing their mobile phone network in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR ~f	LONGER AGO ~g	EVER ~h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED ~k	YES l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	133	32	101	41	62	28	-	68	68	65	71	62	133	-	73	60
Effective Weighted Sample	95	23	72	31	43	20	-	49	49	46	49	47	95	-	52	43
Total	104	27	77	30	51	22	-	53	53	51	57	47	104	-	55	49
It's too time consuming to go through the process of switching from one supplier to another	1 1%	** **	1 2%	** **	** **	** **	- -%	** **	** **	** **	** **	** **	1 1%	- -%	** **	** **
Can't get a reception on any other network where I live	1 1%	** **	- -%	** **	** **	** **	- -%	** **	** **	** **	** **	** **	1 1%	- -%	** **	** **
Shopping around for a new provider is too much of a hassle or a chore	1 1%	** **	1 1%	** **	** **	** **	- -%	** **	** **	** **	** **	** **	1 1%	- -%	** **	** **
Have a minimum notice period	1 1%	** **	1 1%	** **	** **	** **	- -%	** **	** **	** **	** **	** **	1 1%	- -%	** **	** **
Difficult to make comparisons between providers	* *%	** **	* 1%	** **	** **	** **	- -%	** **	** **	** **	** **	** **	* *%	- -%	** **	** **
Prefer to stay with trusted/known provider	* *%	** **	* 1%	** **	** **	** **	- -%	** **	** **	** **	** **	** **	* *%	- -%	** **	** **
Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o																

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 78**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different mobile phone network?**

Base : Those who have considered changing their mobile phone network in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR ~f	LONGER AGO ~g	EVER ~h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED ~k	YES l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	133	32	101	41	62	28	-	68	68	65	71	62	133	-	73	60
Effective Weighted Sample	95	23	72	31	43	20	-	49	49	46	49	47	95	-	52	43
Total	104	27	77	30	51	22	-	53	53	51	57	47	104	-	55	49
Too big a risk that something will go wrong in the transition/ switch from one supplier to another	*	**	*	**	**	**	-	**	**	**	**	**	*	-	**	**
	%	**	%	**	**	**	-%	**	**	**	**	**	%	-%	**	**
PROVIDER SATISFACTION	36	**	30	**	**	**	-	**	**	**	**	**	36	-	**	**
	34%	**	39%	**	**	**	-%	**	**	**	**	**	34%	-%	**	**
NO COST BENEFIT	32	**	26	**	**	**	-	**	**	**	**	**	32	-	**	**
	31%	**	34%	**	**	**	-%	**	**	**	**	**	31%	-%	**	**
TERMS AND CONDITIONS	18	**	13	**	**	**	-	**	**	**	**	**	18	-	**	**
	17%	**	16%	**	**	**	-%	**	**	**	**	**	17%	-%	**	**
HASSLE	16	**	9	**	**	**	-	**	**	**	**	**	16	-	**	**
	16%	**	11%	**	**	**	-%	**	**	**	**	**	16%	-%	**	**
CLARITY OF INFORMATION	4	**	3	**	**	**	-	**	**	**	**	**	4	-	**	**
	4%	**	4%	**	**	**	-%	**	**	**	**	**	4%	-%	**	**
NO BENEFIT/ INCENTIVE	3	**	3	**	**	**	-	**	**	**	**	**	3	-	**	**
	3%	**	3%	**	**	**	-%	**	**	**	**	**	3%	-%	**	**
BETTER CHOICE	2	**	1	**	**	**	-	**	**	**	**	**	2	-	**	**
	2%	**	2%	**	**	**	-%	**	**	**	**	**	2%	-%	**	**
SERVICE AVAILABILITY	1	**	-	**	**	**	-	**	**	**	**	**	1	-	**	**
	1%	**	-%	**	**	**	-%	**	**	**	**	**	1%	-%	**	**
STAY WITH TRUSTED PROVIDER	*	**	*	**	**	**	-	**	**	**	**	**	*	-	**	**
	%	**	1%	**	**	**	-%	**	**	**	**	**	%	-%	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 78**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different mobile phone network?**

Base : Those who have considered changing their mobile phone network in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR ~f	LONGER AGO ~g	EVER ~h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED ~k	YES l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	133	32	101	41	62	28	-	68	68	65	71	62	133	-	73	60
Effective Weighted Sample	95	23	72	31	43	20	-	49	49	46	49	47	95	-	52	43
Total	104	27	77	30	51	22	-	53	53	51	57	47	104	-	55	49
RISK	*	**	*	**	**	**	-	**	**	**	**	**	*	-	**	**
	*%	**	*%	**	**	**	-%	**	**	**	**	**	*%	-%	**	**
Don't know	2	**	2	**	**	**	-	**	**	**	**	**	2	-	**	**
	2%	**	2%	**	**	**	-%	**	**	**	**	**	2%	-%	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 78**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different mobile phone network?**

Base : Those who have considered changing their mobile phone network in the last 12 months

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	q	~r	~s	~t	~u	~v
Significance Level: 95%																							
Unweighted total	133	-	14	28	91	70	61	7	55	56	11	13	2	34	42	29	23	106	17	10	11	26	51
Effective Weighted Sample	95	-	10	20	65	50	44	7	49	50	10	12	2	27	28	17	21	77	14	9	7	17	41
Total	104	-	11	22	71	51	52	17	51	27	6	7	1	27	35	16	20	81	11	8	10	19	38
Happy/ satisfied/ content with my current supplier	27	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	24	**	**	**	**	**
	26%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	30%	**	**	**	**	**
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	20	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	17	**	**	**	**	**
	19%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	21%	**	**	**	**	**
Too busy/ don't have time to research the options	10	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	8	**	**	**	**	**
	10%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	9%	**	**	**	**	**
Tied to fixed length contract with my current provider	9	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	8	**	**	**	**	**
	9%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	10%	**	**	**	**	**
Current provider improved their offer	9	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	8	**	**	**	**	**
	8%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	10%	**	**	**	**	**
Problems/ issues with current provider not sufficiently bad/ frequent to switch	8	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5	**	**	**	**	**
	8%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7%	**	**	**	**	**
Too much hassle to set up the new service	7	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**	**	**
	7%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 78**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different mobile phone network?**

Base : Those who have considered changing their mobile phone network in the last 12 months

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	q	~r	~s	~t	~u	~v
Significance Level: 95%																							
Unweighted total	133	-	14	28	91	70	61	7	55	56	11	13	2	34	42	29	23	106	17	10	11	26	51
Effective Weighted Sample	95	-	10	20	65	50	44	7	49	50	10	12	2	27	28	17	21	77	14	9	7	17	41
Total	104	-	11	22	71	51	52	17	51	27	6	7	1	27	35	16	20	81	11	8	10	19	38
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	5 5%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	** **	** **	** **
Cheaper to stay on the same network as my friends/ colleagues/ family/ people I call	4 4%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 3%	** **	** **	** **	** **	** **
Didn't want to get locked into a fixed contract with new provider	3 3%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 4%	** **	** **	** **	** **	** **
No/ not enough difference between providers	3 3%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 3%	** **	** **	** **	** **	** **
Better handsets available with my current network/ didn't see any other handsets I liked	2 2%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 2%	** **	** **	** **	** **	** **
It would have been difficult to keep my phone number	2 1%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 2%	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 78**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different mobile phone network?**

Base : Those who have considered changing their mobile phone network in the last 12 months

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	q	~r	~s	~t	~u	~v
Significance Level: 95%																							
Unweighted total	133	-	14	28	91	70	61	7	55	56	11	13	2	34	42	29	23	106	17	10	11	26	51
Effective Weighted Sample	95	-	10	20	65	50	44	7	49	50	10	12	2	27	28	17	21	77	14	9	7	17	41
Total	104	-	11	22	71	51	52	17	51	27	6	7	1	27	35	16	20	81	11	8	10	19	38
It's too time consuming to go through the process of switching from one supplier to another	1 1%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	** **	** **	** **
Can't get a reception on any other network where I live	1 1%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	** **	** **	** **
Shopping around for a new provider is too much of a hassle or a chore	1 1%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	** **	** **	** **
Have a minimum notice period	1 1%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	** **	** **	** **
Difficult to make comparisons between providers	* *%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	- -%	** **	** **	** **	** **	** **
Prefer to stay with trusted/known provider	* *%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	- -%	** **	** **	** **	** **	** **
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v																							

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 78**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different mobile phone network?**

Base : Those who have considered changing their mobile phone network in the last 12 months

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	q	~r	~s	~t	~u	~v
Significance Level: 95%																							
Unweighted total	133	-	14	28	91	70	61	7	55	56	11	13	2	34	42	29	23	106	17	10	11	26	51
Effective Weighted Sample	95	-	10	20	65	50	44	7	49	50	10	12	2	27	28	17	21	77	14	9	7	17	41
Total	104	-	11	22	71	51	52	17	51	27	6	7	1	27	35	16	20	81	11	8	10	19	38
Too big a risk that something will go wrong in the transition/ switch from one supplier to another	*	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**	**
	%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	%	**	**	**	**	**
PROVIDER SATISFACTION	36	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	30	**	**	**	**	**
	34%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	36%	**	**	**	**	**
NO COST BENEFIT	32	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	27	**	**	**	**	**
	31%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	33%	**	**	**	**	**
TERMS AND CONDITIONS	18	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	13	**	**	**	**	**
	17%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	16%	**	**	**	**	**
HASSLE	16	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	9	**	**	**	**	**
	16%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	11%	**	**	**	**	**
CLARITY OF INFORMATION	4	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**	**	**
	4%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**	**	**
NO BENEFIT/ INCENTIVE	3	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**	**	**
	3%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**	**	**
BETTER CHOICE	2	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**	**	**
	2%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**	**	**
SERVICE AVAILABILITY	1	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**	**	**
	1%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	**	**
STAY WITH TRUSTED PROVIDER	*	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 78**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different mobile phone network?**

Base : Those who have considered changing their mobile phone network in the last 12 months

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	q	~r	~s	~t	~u	~v
Significance Level: 95%																							
Unweighted total	133	-	14	28	91	70	61	7	55	56	11	13	2	34	42	29	23	106	17	10	11	26	51
Effective Weighted Sample	95	-	10	20	65	50	44	7	49	50	10	12	2	27	28	17	21	77	14	9	7	17	41
Total	104	-	11	22	71	51	52	17	51	27	6	7	1	27	35	16	20	81	11	8	10	19	38
RISK	*	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**	**
	*%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	*%	**	**	**	**	**
Don't know	2	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**	**	**
	2%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 79**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM10b. Did you - or someone else in your household - contact your mobile network provider to tell them you wanted to stop using their service?**

Base : Those who have considered changing their mobile phone network in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR ~f	LONGER AGO ~g	EVER ~h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED ~k	YES l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	133	32	101	41	62	28	-	68	68	65	71	62	133	-	73	60
Effective Weighted Sample	95	23	72	31	43	20	-	49	49	46	49	47	95	-	52	43
Total	104	27	77	30	51	22	-	53	53	51	57	47	104	-	55	49
Yes	24	**	21	**	**	**	-	**	**	**	**	**	24	-	**	**
	23%	**	28%	**	**	**	-%	**	**	**	**	**	23%	-%	**	**
No	80	**	56	**	**	**	-	**	**	**	**	**	80	-	**	**
	77%	**	72%	**	**	**	-%	**	**	**	**	**	77%	-%	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 79**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM10b. Did you - or someone else in your household - contact your mobile network provider to tell them you wanted to stop using their service?**

Base : Those who have considered changing their mobile phone network in the last 12 months

		MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP		16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO	£11.5K-	£17.5K-	£30K+
						TO £20	£21+													£11.5K	£17.5K	£29.9K	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	q	~r	~s	~t	~u	~v
Unweighted total	133	-	14	28	91	70	61	7	55	56	11	13	2	34	42	29	23	106	17	10	11	26	51
Effective Weighted Sample	95	-	10	20	65	50	44	7	49	50	10	12	2	27	28	17	21	77	14	9	7	17	41
Total	104	-	11	22	71	51	52	17	51	27	6	7	1	27	35	16	20	81	11	8	10	19	38
Yes	24	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	19	**	**	**	**	**
	23%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	24%	**	**	**	**	**
No	80	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	62	**	**	**	**	**
	77%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	76%	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 80**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM10c. Did you - or someone else in your household - contact a potential new mobile network provider to tell them you wanted to start using their service?**

Base : Those who have considered changing their mobile phone network in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR ~f	LONGER AGO ~g	EVER ~h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED ~k	YES l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	133	32	101	41	62	28	-	68	68	65	71	62	133	-	73	60
Effective Weighted Sample	95	23	72	31	43	20	-	49	49	46	49	47	95	-	52	43
Total	104	27	77	30	51	22	-	53	53	51	57	47	104	-	55	49
Yes	11	**	9	**	**	**	-	**	**	**	**	**	11	-	**	**
	10%	**	12%	**	**	**	-%	**	**	**	**	**	10%	-%	**	**
No	92	**	67	**	**	**	-	**	**	**	**	**	92	-	**	**
	89%	**	87%	**	**	**	-%	**	**	**	**	**	89%	-%	**	**
Don't know	1	**	*	**	**	**	-	**	**	**	**	**	1	-	**	**
	1%	**	*%	**	**	**	-%	**	**	**	**	**	1%	-%	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 80**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM10c. Did you - or someone else in your household - contact a potential new mobile network provider to tell them you wanted to start using their service?**

Base : Those who have considered changing their mobile phone network in the last 12 months

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	q	~r	~s	~t	~u	~v
Significance Level: 95%																							
Unweighted total	133	-	14	28	91	70	61	7	55	56	11	13	2	34	42	29	23	106	17	10	11	26	51
Effective Weighted Sample	95	-	10	20	65	50	44	7	49	50	10	12	2	27	28	17	21	77	14	9	7	17	41
Total	104	-	11	22	71	51	52	17	51	27	6	7	1	27	35	16	20	81	11	8	10	19	38
Yes	11	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	9	**	**	**	**	**
	10%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	11%	**	**	**	**	**
No	92	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	72	**	**	**	**	**
	89%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**	**	**
Don't know	1	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**	**	**
	1%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 81**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM10ca. Which one of these describes your situation now in terms of your mobile phone service?**

Base : Those who have considered changing their mobile phone network in the last 12 months

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG ~a	CON-TRACT b	VERY ~c	QUITE ~d	NOT ~e	LAST YEAR ~f	LONGER AGO ~g	EVER ~h	NEVER ~i	ACTIVE /OPEN ~j	NOT INT'TED ~k	YES l	NO ~m	MALE ~n	FEMALE ~o
Significance Level: 95%																
Unweighted total	133	32	101	41	62	28	-	68	68	65	71	62	133	-	73	60
Effective Weighted Sample	95	23	72	31	43	20	-	49	49	46	49	47	95	-	52	43
Total	104	27	77	30	51	22	-	53	53	51	57	47	104	-	55	49
I am still considering switching providers	45	**	34	**	**	**	-	**	**	**	**	**	45	-	**	**
	43%	**	44%	**	**	**	-%	**	**	**	**	**	43%	-%	**	**
I have decided to stay with my current provider	55	**	40	**	**	**	-	**	**	**	**	**	55	-	**	**
	53%	**	52%	**	**	**	-%	**	**	**	**	**	53%	-%	**	**
Don't know	4	**	2	**	**	**	-	**	**	**	**	**	4	-	**	**
	4%	**	3%	**	**	**	-%	**	**	**	**	**	4%	-%	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 81**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM10ca. Which one of these describes your situation now in terms of your mobile phone service?**

Base : Those who have considered changing their mobile phone network in the last 12 months

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	q	~r	~s	~t	~u	~v
Significance Level: 95%																							
Unweighted total	133	-	14	28	91	70	61	7	55	56	11	13	2	34	42	29	23	106	17	10	11	26	51
Effective Weighted Sample	95	-	10	20	65	50	44	7	49	50	10	12	2	27	28	17	21	77	14	9	7	17	41
Total	104	-	11	22	71	51	52	17	51	27	6	7	1	27	35	16	20	81	11	8	10	19	38
I am still considering switching providers	45	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	33	**	**	**	**	**
	43%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	40%	**	**	**	**	**
I have decided to stay with my current provider	55	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	47	**	**	**	**	**
	53%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	57%	**	**	**	**	**
Don't know	4	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**	**	**
	4%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 82**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**MOBILE PHONE - SUMMARY OF BEHAVIOUR**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
CHANGED NETWORK IN LAST 12 MONTHS	106 9%	38 7%	69 10%	58 9%	39 9%	6 7%	106 100% ghi	- -%	106 22% gi	- -%	16 8%	89 9%	- -%	- -%	54 9%	52 9%
ACTIVELY LOOKING AT THE MOMENT	29 2%	9 2%	20 3%	9 1%	5 1%	15 16% cd	1 1%	10 3%	11 2%	18 3%	29 14% k	- -%	- -%	- -%	16 3%	12 2%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	51 4%	11 2%	40 6% a	16 2%	29 7% c	5 5%	- -%	22 6% f	22 4%	29 4%	25 13% k	26 3%	51 49% m	- -%	24 4%	27 5%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	53 4%	16 3%	37 6%	14 2%	21 5% c	17 19% cd	- -%	31 8% fi	31 6% fi	22 3%	32 16% k	21 2%	53 51% m	- -%	31 5%	22 4%
NONE OF THESE	952 80%	452 86% b	499 75%	576 86% de	322 77% e	49 54%	- -%	323 84% fh	323 66% f	629 90% fgh	99 49%	850 86% j	- -%	952 100% l	485 80%	466 80%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 82**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**MOBILE PHONE - SUMMARY OF BEHAVIOUR**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354
CHANGED NETWORK IN LAST 12 MONTHS	106	-	-	43	63	54	50	**	51	21	7	8	**	27	24	15	33	84	6	20	6	14	36
	9%	-%	-%	10%	29%	8%	11%	**	11%	6%	5%	5%	**	10%	7%	8%	11%	9%	4%	12%	4%	7%	10%
				ab	abc				ijk									r					
ACTIVELY LOOKING AT THE MOMENT	29	-	-	19	10	15	14	**	13	6	4	5	**	6	9	4	8	19	4	3	4	5	11
	2%	-%	-%	4%	5%	2%	3%	**	3%	2%	3%	3%	**	2%	3%	2%	3%	2%	3%	2%	3%	2%	3%
				ab	ab																		
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	51	-	-	16	35	29	22	**	26	13	3	3	**	11	19	10	10	44	5	2	4	11	20
	4%	-%	-%	4%	16%	4%	5%	**	6%	4%	3%	2%	**	4%	6%	5%	3%	5%	3%	1%	3%	5%	6%
				ab	abc				k														
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	53	-	11	7	35	21	30	**	25	14	3	4	**	16	16	6	10	37	6	6	6	8	18
	4%	-%	6%	2%	17%	3%	7%	**	6%	4%	2%	2%	**	6%	5%	3%	3%	4%	4%	4%	4%	4%	5%
			ac	a	abc		e		k														
NONE OF THESE	952	370	166	345	72	583	347	**	334	268	108	152	**	207	260	167	236	728	134	136	110	168	270
	80%	100%	94%	80%	34%	83%	75%	**	74%	84%	87%	88%	**	77%	79%	83%	80%	80%	86%	82%	85%	82%	76%
		bcd	cd	d		f			h	h	h	h											

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 83**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**MOBILE PHONE - OVERALL SWITCHING LEVELS AND DROP OUT**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
SWITCHED IN LAST 12 MONTHS	106 9%	38 7%	69 10%	58 9%	39 9%	6 7%	106 100% ghi	- -%	106 22% gi	- -%	16 8%	89 9%	- -%	- -%	54 9%	52 9%
SWITCHED 1-2 YEARS AGO	112 9%	44 8%	68 10%	57 8%	35 9%	17 19% cd	- -%	112 29% fi	112 23% fi	- -%	28 14% k	84 9%	14 13%	90 10%	62 10%	50 9%
STILL CONSIDERING SWITCHING/ ACTIVELY LOOKING	64 5%	17 3%	47 7% a	19 3%	26 6% c	19 21% cd	- -%	21 5%	21 4%	44 6% f	54 27% k	10 1%	44 42% m	- -%	35 6%	30 5%
STAYING WITH CURRENT PROVIDER - DROPPED OUT OF PROCESS	17 1%	1 *%	16 2% a	7 1%	8 2%	2 2%	- -%	8 2%	8 2%	9 1%	7 3% k	10 1%	17 17% m	- -%	10 2%	8 1%
STAYING WITH CURRENT PROVIDER - NOT STARTED PROCESS	29 2%	8 2%	21 3%	8 1%	14 3% c	6 6% c	- -%	13 3%	13 3%	15 2%	10 5% k	19 2%	29 28% m	- -%	16 3%	12 2%
NEITHER SWITCHED NOR CONSIDERED	861 72%	416 79% b	444 67%	525 78% de	292 70% e	41 45%	- -%	232 60% fh	232 47% f	629 90% fgh	85 43%	773 78% j	- -%	861 90% l	433 71%	428 74%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 83**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**MOBILE PHONE - OVERALL SWITCHING LEVELS AND DROP OUT**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354
SWITCHED IN LAST 12 MONTHS	106	-	-	43	63	54	50	**	51	21	7	8	**	27	24	15	33	84	6	20	6	14	36
	9%	-%	-%	10%	29%	8%	11%	**	11%	6%	5%	5%	**	10%	7%	8%	11%	9%	4%	12%	4%	7%	10%
				ab	abc				ijk									r					
SWITCHED 1-2 YEARS AGO	112	-	-	45	67	70	39	**	45	30	8	13	**	30	34	18	22	88	12	12	8	27	40
	9%	-%	-%	11%	31%	10%	8%	**	10%	9%	7%	7%	**	11%	10%	9%	8%	10%	8%	7%	6%	13%	11%
				ab	abc																		
STILL CONSIDERING SWITCHING/ ACTIVELY LOOKING	64	-	3	25	36	27	37	**	30	14	6	7	**	18	21	6	18	45	9	8	8	5	24
	5%	-%	2%	6%	17%	4%	8%	**	7%	4%	5%	4%	**	7%	6%	3%	6%	5%	6%	5%	6%	3%	7%
			a	a	abc		e																u
STAYING WITH CURRENT PROVIDER - DROPPED OUT OF PROCESS	17	-	2	3	12	9	8	**	8	5	2	2	**	3	6	5	3	14	3	1	2	3	8
	1%	-%	1%	1%	6%	1%	2%	**	2%	1%	1%	1%	**	1%	2%	2%	1%	2%	2%	1%	1%	2%	2%
			a		abc																		
STAYING WITH CURRENT PROVIDER - NOT STARTED PROCESS	29	-	5	8	15	15	13	**	17	10	-	-	**	8	10	3	5	24	2	3	3	8	9
	2%	-%	3%	2%	7%	2%	3%	**	4%	3%	-%	-%	**	3%	3%	1%	2%	3%	2%	2%	2%	4%	3%
			a	a	ac				jk	jk													
NEITHER SWITCHED NOR CONSIDERED	861	370	166	305	20	527	315	**	298	242	102	142	**	182	233	155	215	657	122	125	103	148	236
	72%	100%	94%	71%	10%	75%	68%	**	66%	75%	82%	83%	**	68%	71%	77%	73%	72%	79%	75%	80%	72%	67%
		bcd	cd	d		f				h	h	hi				m				v			

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 84**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM18. In the last two years have you seen a better deal with a different mobile phone network and asked your current supplier to match this? IF YES - Which of the following best describes what happened?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
Yes - and my current supplier matched the deal	65 5%	7 1%	59 9% a	35 5%	29 7%	1 2%	5 4%	26 7%	31 6%	34 5%	20 10% k	45 5%	16 15% m	45 5%	32 5%	33 6%
Yes - and my current supplier almost matched the deal	8 1%	2 *%	6 1%	3 *%	4 1%	1 1%	1 1%	2 1%	3 1%	4 1%	2 1%	5 1%	* *%	6 1%	4 1%	3 1%
Yes - but my current supplier failed to match the deal	17 1%	1 *%	16 2% a	7 1%	8 2%	3 3%	2 2%	12 3% i	14 3% i	3 *%	4 2%	14 1%	4 4% m	10 1%	11 2%	7 1%
Yes - but my current supplier would not negotiate	4 *%	1 *%	3 *%	2 *%	1 *%	1 1%	* *%	1 *%	2 *%	3 *%	3 2% k	1 *%	2 2% m	1 *%	4 1%	* *%
No - I have not asked my current supplier to match another deal in the last year	1084 91%	509 97% b	575 87%	623 93% d	369 89%	82 91%	97 92%	341 88%	439 89%	646 93% g	169 85%	912 93% j	82 79%	880 93% l	553 91%	531 92%
Don't know	11 1%	5 1%	5 1%	3 1%	5 1%	2 2%	* *%	3 1%	3 1%	7 1%	1 1%	9 1%	- -%	9 1%	6 1%	4 1%
Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o																

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 84**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM18. In the last two years have you seen a better deal with a different mobile phone network and asked your current supplier to match this? IF YES - Which of the following best describes what happened?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354
Yes - and my current supplier matched the deal	65 5%	- -%	11 6% a	18 4% a	36 17% abc	16 2%	48 10% e	** **	32 7% jk	15 5% jk	1 1% j	1 1% k	** **	14 5%	15 5%	14 7%	13 4%	44 5%	11 7%	5 3%	11 8%	11 5%	25 7%
Yes - and my current supplier almost matched the deal	8 1%	- -%	* *% a	1 *% a	6 3% ac	2 *%	6 1%	** **	4 1%	2 1%	- -% j	- -% k	** **	4 1%	* *% mo	3 1%	- -%	6 1%	- -%	2 1%	- -%	1 1%	4 1%
Yes - but my current supplier failed to match the deal	17 1%	- -%	5 3% a	5 1% a	8 4% a	7 1%	10 2%	** **	11 2% ijk	2 1%	- -% j	- -% k	** **	2 1%	10 3% mo	1 *%	4 1%	11 1%	- -%	3 2%	2 1%	8 4% v	4 1%
Yes - but my current supplier would not negotiate	4 *%	- -%	- -%	* *% a	4 2% ac	2 *%	2 *%	** **	3 1%	1 *%	* *% j	* *% k	** **	- -%	1 *% mo	1 *%	1 *%	4 *%	- -%	* *%	1 1%	1 *% v	* *%
No - I have not asked my current supplier to match another deal in the last year	1084 91%	366 99% bcd	157 89% d	401 93% d	160 75%	668 95% f	395 85%	** **	398 89%	297 93% h	121 97% hi	167 97% hi	** **	246 92%	298 91%	183 91%	275 93%	839 92%	142 92%	155 93%	115 89%	184 90%	315 89%
Don't know	11 1%	4 1%	3 2%	3 1%	* *% a	8 1%	1 *%	** **	2 *% j	5 1%	2 2% j	4 2% k	** **	3 1%	3 1%	1 *% mo	3 1%	8 1%	2 1%	1 1%	* *% v	1 1%	5 2%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 85**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (MOBILE PHONE NETWORK)? They are the best provider on the market. Do you...**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INTT'D k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
Agree strongly	293 25%	140 27%	153 23%	245 36% de	43 10%	6 6%	25 23%	95 25%	120 24%	173 25%	14 7%	279 28% j	7 7%	261 27% l	158 26%	135 23%
Agree slightly	253 21%	97 19%	156 23%	142 21% e	104 25% e	3 4%	29 28%	75 19%	104 21%	149 21%	36 18%	216 22%	21 21%	200 21%	128 21%	125 22%
TOTAL AGREE	546 46%	237 45%	309 47%	387 58% de	147 35% e	9 10%	54 51%	170 44%	224 46%	322 46%	50 25%	495 50% j	28 27%	461 48% l	286 47%	260 45%
Neither	440 37%	188 36%	252 38%	204 30%	199 48% c	35 39%	39 36%	145 38%	183 37%	257 37%	90 45% k	349 35%	38 36%	357 38%	213 35%	228 39%
Disagree slightly	69 6%	28 5%	41 6%	18 3%	33 8% c	15 17% cd	3 3%	29 8%	32 7%	37 5%	27 13% k	42 4%	24 23% m	39 4%	33 5%	36 6%
Disagree strongly	35 3%	7 1%	28 4% a	1 *% c	8 2% c	26 29% cd	5 5%	14 4%	19 4%	16 2%	23 12% k	12 1%	9 9% m	9 1%	24 4%	11 2%
TOTAL DISAGREE	104 9%	35 7%	69 10% a	19 3%	41 10% c	41 45% cd	8 8%	43 11%	51 10%	52 8%	50 25% k	54 5%	33 32% m	48 5%	57 9%	47 8%
Don't know	99 8%	65 12% b	34 5%	63 9%	29 7%	6 6%	5 5%	28 7%	33 7%	66 9%	10 5%	88 9%	5 5%	86 9%	54 9%	45 8%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 85**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (MOBILE PHONE NETWORK)? They are the best provider on the market. Do you...**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE							SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+	
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v	
Significance Level: 95%																								
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499	
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372	
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354	
Agree strongly	293	*	-	224	69	174	112	**	112	83	24	32	**	55	62	55	90	224	35	53	40	55	58	
	25%	*%	-%	52% abd	32% ab	25%	24%	**	25% k	26% k	19%	18%	**	21%	19%	27% n	30% mn	25%	23%	32% v	31% v	27% v	16%	
Agree slightly	253	3	149	38	62	142	110	**	96	56	18	24	**	54	77	51	46	189	28	31	31	40	91	
	21%	1%	85% acd	9% a	29% ac	20%	24%	**	21% jk	18%	14%	14%	**	20%	23% p	25% p	16%	21%	18%	19%	24%	19%	26%	
TOTAL AGREE	546	4	149	262	131	317	222	**	208	139	42	56	**	110	139	106	136	413	63	84	71	95	149	
	46%	1%	85% acd	61% a	61% a	45%	48%	**	46% jk	43% jk	34%	32%	**	41%	42%	53% mn	46%	45%	41%	50%	55% v	46%	42%	
Neither	440	265	21	110	45	267	165	**	166	137	49	65	**	115	135	68	97	355	60	54	37	85	147	
	37%	72% bcd	12%	26% b	21% b	38%	36%	**	37%	43%	39%	38%	**	43% op	41%	34%	33%	39%	39%	33%	29% t	41% t	42%	
Disagree slightly	69	27	3	17	21	35	33	**	31	15	9	11	**	18	20	7	19	52	7	6	6	11	20	
	6%	7% bc	2%	4%	10% bc	5%	7%	**	7%	5%	7%	6%	**	7%	6%	3%	6%	6%	5%	4%	5%	5%	6%	
Disagree strongly	35	5	2	14	14	14	21	**	19	7	1	1	**	9	14	5	7	22	4	2	6	3	14	
	3%	1%	1%	3%	6% ab	2%	5% e	**	4% jk	2%	1%	1%	**	3%	4%	2%	2%	2%	3%	1%	5% 5%	2% 2%	4% 4%	
TOTAL DISAGREE	104	33	5	31	35	48	54	**	50	22	10	12	**	27	34	12	26	74	12	8	12	14	34	
	9%	9% b	3%	7% abc	16% abc	7%	12% e	**	11% i	7%	8%	7%	**	10%	10%	6%	9%	8%	7%	5%	9% 9%	7% 7%	10% 10%	
Don't know	99	68	2	26	3	70	22	**	26	23	24	40	**	16	20	15	37	71	20	20	8	11	23	
	8%	19% bcd	1%	6% bd	1%	10% f	5%	**	6%	7%	19% hi	23% hi	**	6%	6%	8%	13% mn	8%	13% q	12% u	6% 6%	6% 6%	7% 7%	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 86**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM21. If you were looking for advice or information on mobile phone technology, services and suppliers, where would you turn to for trusted information?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
Internet in general	493	161	332	264	179	47	54	182	236	257	105	388	67	363	267	226
	41%	31%	50% a	39%	43%	52% c	51% i	47% i	48% i	37%	53% k	39%	64% m	38%	44%	39%
Visit shop/ store selling technology/ device	191	90	101	115	64	12	11	69	80	111	26	164	11	159	78	113
	16%	17%	15%	17%	15%	13%	11%	18%	16%	16%	13%	17%	11%	17%	13%	19% n
Family members	159	96	63	90	53	15	8	45	53	106	25	133	14	134	67	92
	13%	18% b	10%	13%	13%	17%	8%	12%	11%	15% h	12%	13%	14%	14%	11%	16% n
Friends	145	61	83	66	61	18	11	47	58	86	34	111	13	117	69	76
	12%	12%	13%	10%	15% c	20% c	10%	12%	12%	12%	17%	11%	13%	12%	11%	13%
Supplier already using for this service	86	51	35	53	29	1	13	22	35	51	9	76	4	69	46	39
	7%	10% b	5%	8% e	7%	1%	12%	6%	7%	7%	4%	8%	3%	7%	8%	7%
Websites of suppliers/ service providers	71	18	53	45	21	5	9	29	38	33	15	56	4	57	45	26
	6%	3%	8% a	7%	5%	5%	8%	7%	8%	5%	8%	6%	4%	6%	7%	4%
Cost comparison websites	65	18	47	29	30	7	4	28	33	32	19	46	6	54	36	29
	5%	3%	7% a	4%	7%	8%	4%	7%	7%	5%	10% k	5%	5%	6%	6%	5%
Magazines/ newspapers	41	19	21	23	17	1	5	12	17	24	9	32	4	31	27	14
	3%	4%	3%	3%	4%	1%	4%	3%	3%	3%	4%	3%	4%	3%	4%	2%
Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o																



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 86**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM21. If you were looking for advice or information on mobile phone technology, services and suppliers, where would you turn to for trusted information?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
Another supplier not already using	21 2%	6 1%	15 2%	12 2%	5 1%	4 4%	- -%	8 2%	8 2%	13 2%	7 4% k	14 1%	1 1%	16 2%	8 1%	13 2%
Colleagues	20 2%	6 1%	15 2%	7 1%	8 2%	6 6% cd	3 2%	7 2%	10 2%	10 1%	5 3%	14 1%	3 3%	15 2%	11 2%	9 2%
Leaflets in stores/ post	14 1%	5 1%	9 1%	4 1%	6 2%	3 3% c	1 1%	7 2%	9 2%	5 1%	5 2%	9 1%	3 3% m	9 1%	7 1%	7 1%
TV/ radio programmes/ advertising	10 1%	4 1%	7 1%	6 1%	4 1%	- -%	3 3% i	3 1%	6 1%	4 1%	5 3% k	5 *%	- -%	7 1%	8 1%	2 *%
Government body/ regulator	2 *%	1 *%	1 *%	- -%	1 *%	1 1% c	- -%	- -%	- -%	2 *%	1 1%	1 *%	- -%	1 *%	2 *%	- -%
Other	5 *%	2 *%	3 *%	3 *%	3 1%	- -%	2 2% i	3 1%	4 1%	1 *%	1 *%	5 *%	- -%	4 *%	3 1%	2 *%
ONLINE (EXCLUDING SUPPLIER WEBSITES)	538 45%	175 33%	363 55% a	285 42%	199 48%	51 56% c	57 53% i	202 52% i	259 53% i	279 40%	117 59% k	420 43%	68 66% m	402 42%	292 48%	245 42%
SUPPLIERS	353 30%	158 30%	196 29%	213 32%	116 28%	22 24%	33 31%	119 31%	153 31%	201 29%	57 28%	295 30%	19 18%	287 30% l	171 28%	182 31%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 86**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM21. If you were looking for advice or information on mobile phone technology, services and suppliers, where would you turn to for trusted information?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
RELATIVES/ FRIENDS	265	138	127	145	95	25	20	75	95	170	46	217	22	219	119	146
	22%	26% b	19%	22%	23%	27%	19%	20%	19%	24%	23%	22%	21%	23%	19%	25% n
MEDIA/ ADVERTISING	51	23	28	29	21	1	8	15	23	28	14	37	4	38	36	16
	4%	4%	4%	4%	5%	1%	7%	4%	5%	4%	7%	4%	4%	4%	6% o	3%
LITERATURE	14	5	9	4	6	3	1	7	9	5	5	9	3	9	7	7
	1%	1%	1%	1%	2%	3% c	1%	2%	2%	1%	2%	1%	3% m	1%	1%	1%
GOVERNMENT BODY	2	1	1	-	1	1	-	-	-	2	1	1	-	1	2	-
	*%	*%	*%	-%	*%	1% c	-%	-%	-%	*%	1%	*%	-%	*%	*%	-%
Would not look for information/ advice	16	12	4	9	6	-	1	3	4	12	-	16	-	15	12	4
	1%	2% b	1%	1%	1%	-%	1%	1%	1%	2%	-%	2%	-%	2%	2%	1%
Don't know	93	64	30	64	23	4	6	17	23	70	3	91	2	85	49	45
	8%	12% b	4%	10% d	6%	5%	6%	4%	5%	10% gh	1%	9% j	2%	9% l	8%	8%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 86**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM21. If you were looking for advice or information on mobile phone technology, services and suppliers, where would you turn to for trusted information?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354
Internet in general	493	130	79	166	118	253	234	**	241	127	23	26	**	146	152	85	66	377	64	40	43	85	190
	41%	35%	45%	39%	55%	36%	51%	**	54%	40%	18%	15%	**	54%	47%	42%	22%	41%	41%	24%	34%	41%	54%
					ac		e		ijk	jk				op	p	p					s	stu	
Visit shop/ store selling technology/ device	191	50	28	75	38	116	73	**	75	51	19	25	**	33	57	31	51	144	23	30	33	34	44
	16%	14%	16%	17%	18%	16%	16%	**	17%	16%	15%	15%	**	12%	17%	15%	17%	16%	15%	18%	25%	17%	12%
																				v	v		
Family members	159	63	22	50	23	116	39	**	34	60	31	48	**	34	42	22	55	128	19	30	19	30	29
	13%	17%	13%	12%	11%	17%	8%	**	8%	19%	25%	28%	**	13%	13%	11%	19%	14%	12%	18%	15%	15%	8%
		c				f				h	h	hi					o			v	v		
Friends	145	52	17	49	27	86	54	**	57	41	11	14	**	35	32	30	41	115	20	22	11	25	48
	12%	14%	10%	11%	13%	12%	12%	**	13%	13%	9%	8%	**	13%	10%	15%	14%	13%	13%	13%	9%	12%	14%
Supplier already using for this service	86	18	19	26	22	60	25	**	30	19	10	13	**	14	16	11	33	67	10	24	6	11	17
	7%	5%	11%	6%	10%	9%	5%	**	7%	6%	8%	7%	**	5%	5%	6%	11%	7%	7%	15%	5%	5%	5%
			a		a												mno			tuv			
Websites of suppliers/ service providers	71	13	10	31	18	38	32	**	36	14	2	3	**	15	22	21	7	52	9	4	4	17	31
	6%	4%	5%	7%	8%	5%	7%	**	8%	5%	2%	2%	**	6%	7%	10%	3%	6%	6%	2%	3%	8%	9%
				a	a				ijk						p	p					s	st	
Cost comparison websites	65	21	4	31	8	27	36	**	30	17	5	6	**	19	29	9	7	54	6	3	3	11	32
	5%	6%	3%	7%	4%	4%	8%	**	7%	5%	4%	3%	**	7%	9%	4%	2%	6%	4%	2%	3%	5%	9%
				b			e							p	op							st	
Magazines/ newspapers	41	11	6	21	4	26	15	**	13	13	6	8	**	10	14	2	8	33	6	6	3	7	15
	3%	3%	3%	5%	2%	4%	3%	**	3%	4%	5%	5%	**	4%	4%	1%	3%	4%	4%	4%	2%	4%	4%
														o	o								

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 86**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM21. If you were looking for advice or information on mobile phone technology, services and suppliers, where would you turn to for trusted information?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354
Another supplier not already using	21 2%	7 2%	2 1%	11 3%	2 1%	11 2%	10 2%	** **	8 2%	4 1%	3 2%	4 2%	** **	10 4%	7 2%	1 1%	3 1%	17 2%	3 2%	2 1%	1 1%	6 3%	9 3%
Colleagues	20 2%	8 2%	1 1%	6 1%	5 2%	8 1%	11 2%	** **	11 2%	7 2%	1 1%	2 1%	** **	11 4%	4 1%	2 1%	3 1%	15 2%	2 1%	2 1%	2 2%	2 1%	7 2%
Leaflets in stores/ post	14 1%	2 1%	1 1%	6 1%	5 2%	6 1%	8 2%	** **	9 2%	2 1%	1 1%	2 1%	** **	3 1%	6 2%	2 1%	3 1%	10 1%	3 2%	- -%	2 1%	3 2%	6 2%
TV/ radio programmes/ advertising	10 1%	* *%	2 1%	4 1%	4 2%	5 1%	5 1%	** **	4 1%	2 1%	1 1%	2 1%	** **	5 2%	1 *%	* *%	2 1%	9 1%	- -%	4 3%	* *%	* *%	5 1%
Government body/ regulator	2 *%	1 *%	- -%	1 *%	- -%	1 *%	1 *%	** **	2 *%	- -%	- -%	- -%	** **	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	1 *%
Other	5 *%	1 *%	1 1%	2 1%	1 *%	3 *%	2 *%	** **	3 1%	- -%	1 1%	2 1%	** **	2 1%	- -%	1 1%	1 1%	5 1%	1 *%	1 *%	1 1%	- -%	3 1%
ONLINE (EXCLUDING SUPPLIER WEBSITES)	538 45%	147 40%	83 47%	189 44%	120 56% ac	270 38%	260 56% e	** **	261 58% ijk	137 43% jk	27 22%	31 18%	** **	158 59% op	172 53% p	91 45% p	72 24%	416 46%	68 44%	42 25%	45 35%	94 46% s	215 61% stu
SUPPLIERS	353 30%	84 23%	59 33% a	134 31% a	76 36% a	216 31%	133 29%	** **	139 31%	85 26%	33 27%	43 25%	** **	72 27%	98 30%	61 30%	88 30%	269 29%	42 27%	55 33%	40 31%	65 31%	99 28%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 86**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM21. If you were looking for advice or information on mobile phone technology, services and suppliers, where would you turn to for trusted information?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354
RELATIVES/ FRIENDS	265	101	36	89	39	178	80	**	75	86	41	60	**	59	62	45	88	215	32	49	27	44	68
	22%	27% cd	20%	21%	18%	25% f	17%	**	17%	27% h	33% h	35% hi	**	22%	19%	22%	30% n	24%	21%	29% v	21%	21%	19%
MEDIA/ ADVERTISING	51	11	8	24	8	32	20	**	18	15	7	10	**	16	15	2	11	42	6	10	3	8	20
	4%	3%	4%	6%	4%	5%	4%	**	4%	5%	6%	6%	**	6% o	5% o	1%	4%	5%	4%	6%	3%	4%	6%
LITERATURE	14	2	1	6	5	6	8	**	9	2	1	2	**	3	6	2	3	10	3	-	2	3	6
	1%	1%	1%	1%	2%	1%	2%	**	2% i	1%	1%	1%	**	1%	2%	1%	1%	1%	2%	-	1%	2%	2%
GOVERNMENT BODY	2	1	-	1	-	1	1	**	2	-	-	-	**	1	-	-	1	1	-	-	-	-	1
	*%	*%	-	*%	-	*%	*%	**	*%	-	-	-	**	*%	-	-	*%	*%	-	-	-	-	*%
Would not look for information/ advice	16	4	1	10	1	15	1	**	2	4	3	4	**	1	1	2	11	9	2	2	2	1	1
	1%	1%	1%	2%	*%	2% f	*%	**	*%	1%	2%	3% h	**	*%	*%	1%	4% mno	1%	1%	1%	2%	1%	*%
Don't know	93	50	12	25	6	60	28	**	19	23	18	29	**	11	15	16	41	70	18	23	16	12	12
	8%	13% bcd	7%	6%	3%	9%	6%	**	4%	7% h	14% hi	17% hi	**	4%	5%	8%	14% mn	8%	12%	14% uv	12% v	6%	3%

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 87**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM22. How easy or difficult do you think it is to make COST comparisons between mobile phone suppliers?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
Very easy	281	112	169	208	62	7	28	88	116	165	32	248	22	230	146	135
	24%	21%	25%	31% de	15%	8%	27%	23%	24%	24%	16%	25% j	21%	24%	24%	23%
Fairly easy	509	195	314	266	198	44	48	173	221	287	89	418	41	402	259	250
	43%	37%	47% a	40%	48% c	49%	45%	45%	45%	41%	44%	42%	39%	42%	42%	43%
TOTAL EASY	790	307	483	474	261	52	76	261	337	452	121	667	62	631	405	385
	66%	59%	73% a	70% de	63%	57%	72%	68%	69%	65%	60%	68%	60%	66%	66%	66%
Fairly difficult	183	87	96	78	86	19	17	63	80	103	56	127	26	136	110	73
	15%	17%	14%	12%	21% c	20% c	16%	16%	16%	15%	28% k	13%	25% m	14%	18% o	13%
Very difficult	82	35	46	34	33	14	2	34	37	45	14	67	10	66	41	40
	7%	7%	7%	5%	8%	15% c	2%	9%	7%	6%	7%	7%	10%	7%	7%	7%
TOTAL DIFFICULT	265	122	142	112	119	32	20	97	116	148	70	194	36	202	152	113
	22%	23%	21%	17%	29% c	35% c	18%	25%	24%	21%	35% k	20%	35% m	21%	25% o	19%
Don't know	135	96	39	87	36	7	10	28	38	97	10	125	6	118	53	82
	11%	18% b	6%	13%	9%	8%	10%	7%	8%	14% gh	5%	13% j	5%	12% l	9%	14% n
Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o																

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 87**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM22. How easy or difficult do you think it is to make COST comparisons between mobile phone suppliers?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE							SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+	
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v	
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499	
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372	
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354	
Very easy	281	66	34	128	53	151	123	**	122	82	16	19	**	49	74	53	74	219	39	54	28	49	76	
	24%	18%	19%	30% ab	25%	21%	27%	**	27% jk	26% jk	13%	11%	**	18%	23%	26% m	25%	24%	25%	32% v	22%	24%	22%	
Fairly easy	509	161	87	171	90	276	224	**	206	125	47	62	**	118	148	92	110	390	60	64	54	80	175	
	43%	44%	49%	40%	42%	39%	48% e	**	46% ik	39%	38%	36%	**	44%	45%	46%	37%	43%	38%	38%	42%	39%	49% su	
TOTAL EASY	790	226	121	299	143	427	347	**	328	207	63	81	**	166	222	145	184	608	98	118	82	129	251	
	66%	61%	69%	70% a	67%	61%	75% e	**	73% ijk	65% jk	50%	47%	**	62%	68%	72% mp	62%	67%	63%	71%	64%	63%	71%	
Fairly difficult	183	44	33	62	43	116	66	**	57	51	18	22	**	57	47	26	41	140	21	21	16	41	54	
	15%	12%	19% a	15%	20% a	16%	14%	**	13%	16%	15%	13%	**	21% nop	14%	13%	14%	15%	14%	12%	13%	20%	15%	
Very difficult	82	34	9	25	14	59	21	**	28	26	17	22	**	23	26	11	18	60	13	10	6	20	26	
	7%	9%	5%	6%	7%	8% f	5%	**	6%	8%	13% hi	13% hi	**	9%	8%	6%	6%	7%	9%	6%	5%	10%	7%	
TOTAL DIFFICULT	265	78	42	87	57	175	87	**	85	77	35	44	**	80	73	38	60	199	35	30	22	61	80	
	22%	21%	24%	20%	27%	25% f	19%	**	19%	24% h	28% h	26% h	**	30% nop	22%	19%	20%	22%	22%	18%	17%	30% st	23%	
Don't know	135	65	14	43	13	101	29	**	36	37	27	46	**	21	32	18	53	104	23	19	24	15	22	
	11%	18% bcd	8%	10%	6%	14% f	6%	**	8%	11%	22% hi	27% hi	**	8%	10%	9% mno	18%	11%	15%	11%	19% uv	8%	6%	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 88**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM22. How easy or difficult do you think it is to make COST comparisons between mobile phone suppliers?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
Base for % (Unweighted and weighted)	1368	592	775	776	479	110	112	442	554	814	210	1153	123	1100	702	666
	1054	429	625	586	380	84	96	358	454	601	191	861	98	834	557	497
Very easy	281	112	169	208	62	7	28	88	116	165	32	248	22	230	146	135
	27%	26%	27%	36% de	16%	9%	29%	25%	26%	27%	17%	29% j	22%	28%	26%	27%
Fairly easy	509	195	314	266	198	44	48	173	221	287	89	418	41	402	259	250
	48%	45%	50%	45%	52%	53%	50%	48%	49%	48%	47%	49%	41%	48%	46%	50%
TOTAL EASY	790	307	483	474	261	52	76	261	337	452	121	667	62	631	405	385
	75%	72%	77% a	81% de	69%	62%	80%	73%	74%	75%	63%	77% j	63%	76% l	73%	77%
Fairly difficult	183	87	96	78	86	19	17	63	80	103	56	127	26	136	110	73
	17%	20%	15%	13%	23% c	22% c	18%	17%	18%	17%	29% k	15%	26% m	16%	20% o	15%
Very difficult	82	35	46	34	33	14	2	34	37	45	14	67	10	66	41	40
	8%	8%	7%	6%	9%	16% cd	3%	10%	8%	8%	8%	8%	11%	8%	7%	8%
TOTAL DIFFICULT	265	122	142	112	119	32	20	97	116	148	70	194	36	202	152	113
	25%	28% b	23%	19%	31% c	38% c	20%	27%	26%	25%	37% k	23%	37% m	24%	27%	23%
Don't know	135	96	39	87	36	7	10	28	38	97	10	125	6	118	53	82
Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o																



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 88**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM22. How easy or difficult do you think it is to make COST comparisons between mobile phone suppliers?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354
Base for % (Unweighted and weighted)	1368	461	198	479	230	849	488	**	441	619	169	215	**	313	372	342	255	1078	194	162	130	267	466
	1054	305	163	386	201	602	434	214	414	284	98	126	28	247	295	183	244	808	133	148	105	190	331
Very easy	281	66	34	128	53	151	123	**	122	82	16	19	**	49	74	53	74	219	39	54	28	49	76
	27%	22%	21%	33% ab	26%	25%	28%	**	30% jk	29% jk	16%	15%	**	20%	25%	29% m	30% m	27%	29%	36% v	27%	26%	23%
Fairly easy	509	161	87	171	90	276	224	**	206	125	47	62	**	118	148	92	110	390	60	64	54	80	175
	48%	53% c	53%	44%	45%	46%	52%	**	50%	44%	48%	50%	**	48%	50%	50%	45%	48%	45%	43%	52%	42%	53% u
TOTAL EASY	790	226	121	299	143	427	347	**	328	207	63	81	**	166	222	145	184	608	98	118	82	129	251
	75%	74%	74%	77%	71%	71%	80% e	**	79% ijk	73% jk	64%	65%	**	67%	75% m	79% m	75%	75%	74%	80% u	79%	68%	76% u
Fairly difficult	183	44	33	62	43	116	66	**	57	51	18	22	**	57	47	26	41	140	21	21	16	41	54
	17%	14%	20%	16%	22%	19%	15%	**	14%	18%	19%	18%	**	23% no	16%	14%	17%	17%	16%	14%	16%	22%	16%
Very difficult	82	34	9	25	14	59	21	**	28	26	17	22	**	23	26	11	18	60	13	10	6	20	26
	8%	11% bc	5%	6%	7%	10% f	5%	**	7%	9%	17% hi	18% hi	**	9%	9%	6%	8%	7%	10%	7%	6%	10%	8%
TOTAL DIFFICULT	265	78	42	87	57	175	87	**	85	77	35	44	**	80	73	38	60	199	35	30	22	61	80
	25%	26%	26%	23%	29%	29% f	20%	**	21%	27% h	36% hi	35% hi	**	33% no	25%	21%	25%	25%	26%	20%	21%	32% sv	24%
Don't know	135	65	14	43	13	101	29	**	36	37	27	46	**	21	32	18	53	104	23	19	24	15	22

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 89**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM24. And how easy or difficult do you think it is to make COVERAGE (network availability and signal strength) comparisons between mobile phone suppliers?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
Very easy	160 13%	61 12%	99 15%	120 18% de	32 8%	6 6%	18 17%	48 13%	66 13%	94 14%	14 7%	146 15% j	5 5%	134 14% l	91 15%	70 12%
Fairly easy	385 32%	179 34%	206 31%	220 33%	140 34%	22 25%	34 32%	117 30%	152 31%	233 33%	47 24%	337 34% j	28 27%	315 33%	188 31%	197 34%
TOTAL EASY	545 46%	240 46%	305 46%	341 51% de	172 41%	28 31%	52 49%	165 43%	218 44%	328 47%	61 31%	483 49% j	33 32%	449 47% l	279 46%	267 46%
Fairly difficult	251 21%	93 18%	158 24% a	117 17%	113 27% c	22 24%	27 26%	96 25% i	123 25% i	128 18%	64 32% k	186 19%	36 34% m	183 19%	142 23%	109 19%
Very difficult	155 13%	52 10%	103 16% a	63 9%	63 15% c	28 30% cd	12 11%	57 15%	70 14%	85 12%	42 21% k	112 11%	22 21% m	115 12%	91 15%	63 11%
TOTAL DIFFICULT	406 34%	145 28%	261 39% a	179 27%	175 42% c	49 54% c	39 37%	153 40% i	193 39% i	213 31%	106 53% k	298 30%	57 55% m	299 31%	234 38% o	172 30%
Don't know	238 20%	140 27% b	98 15%	153 23% d	68 16%	13 15%	15 14%	67 17%	82 17%	157 22% h	34 17%	204 21%	13 13%	204 21%	98 16%	140 24% n

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 89**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM24. And how easy or difficult do you think it is to make COVERAGE (network availability and signal strength) comparisons between mobile phone suppliers?**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE							SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+	
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v	
Significance Level: 95%																								
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499	
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372	
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354	
Very easy	160	36	21	76	27	91	66	**	72	51	11	14	**	26	48	28	46	120	17	31	19	20	44	
	13%	10%	12%	18% a	13%	13%	14%	**	16% jk	16% jk	9%	8%	**	10%	15%	14%	15%	13%	11%	19% u	15%	10%	12%	
Fairly easy	385	124	62	136	64	233	146	**	139	105	31	45	**	74	100	70	97	302	48	62	46	69	106	
	32%	34%	35%	32%	30%	33%	31%	**	31%	33% j	25%	26%	**	27%	31%	35%	33%	33%	31%	37%	36%	33%	30%	
TOTAL EASY	545	160	82	212	91	324	211	**	211	157	42	59	**	100	148	98	142	422	64	93	66	89	150	
	46%	43%	47%	49%	43%	46%	46%	**	47% jk	49% jk	34%	34%	**	37%	45%	49% m	48% m	46%	41%	56% uv	51%	43%	42%	
Fairly difficult	251	72	33	84	62	135	114	**	99	55	22	29	**	79	63	44	50	195	28	25	19	49	92	
	21%	20%	19%	20% abc	29% abc	19%	25% e	**	22%	17%	18%	17%	**	29% np	19%	22%	17%	21%	18%	15%	15%	24%	26% st	
Very difficult	155	40	32	48	35	81	73	**	59	41	17	22	**	40	54	27	26	113	23	16	16	33	58	
	13%	11%	18% ac	11%	16%	11%	16%	**	13%	13%	14%	13%	**	15% p	16% p	14%	9%	12%	15%	10%	12%	16%	16%	
TOTAL DIFFICULT	406	112	65	132	97	215	187	**	158	96	39	51	**	118	117	71	76	307	51	41	35	82	150	
	34%	30%	37%	31%	45% ac	31%	40% e	**	35%	30%	31%	30%	**	44% nop	36% p	35% p	26%	34%	33%	25%	27%	40% st	42% st	
Don't know	238	98	30	85	26	164	65	**	80	68	44	62	**	50	62	32	78	183	40	32	29	35	54	
	20%	26% bcd	17%	20% d	12%	23% f	14%	**	18%	21%	35% hi	36% hi	**	19%	19%	16%	26% o	20%	26%	19%	22%	17%	15%	

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 90**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q11. I'd like to talk with you about your home fixed/ mobile broadband service. Firstly, can I check who pays the bills for your home fixed/ mobile broadband service, is it...**

Base : Those with fixed/ mobile broadband access, not in a bundle of services

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Unweighted total	316	270	46	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	187	129
Effective Weighted Sample	201	174	29	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	119	82
Total	223	182	40	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	130	92
You	182	149	**	79	68	**	**	**	**	137	**	**	**	131	**	128	96	**	112	70
	82%	82%	**	82%	87%	**	**	**	**	88%	**	**	**	86%	**	84%	87%	**	86%	76%
Another member of your household	29	25	**	17	10	**	**	**	**	19	**	**	**	21	**	25	14	**	11	19
	13%	14%	**	18%	13%	**	**	**	**	12%	**	**	**	14%	**	16%	13%	**	8%	20%
																			r	
Your company	4	4	**	-	-	**	**	**	**	-	**	**	**	-	**	-	-	**	2	1
	2%	2%	**	-%	-%	**	**	**	**	-%	**	**	**	-%	**	-%	-%	**	2%	2%
Someone else	7	5	**	-	-	**	**	**	**	-	**	**	**	-	**	-	-	**	5	2
	3%	3%	**	-%	-%	**	**	**	**	-%	**	**	**	-%	**	-%	-%	**	4%	2%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 90**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q11. I'd like to talk with you about your home fixed/ mobile broadband service. Firstly, can I check who pays the bills for your home fixed/ mobile broadband service, is it...**

Base : Those with fixed/ mobile broadband access, not in a bundle of services

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	316	85	35	99	78	8	100	154	37	46	9	83	91	70	49	216	81	21	28	48	121	
Effective Weighted Sample	201	67	16	67	62	7	89	145	35	43	9	68	59	37	31	134	61	10	15	37	83	
Total	223	51	32	82	47	25	97	68	20	24	5	57	66	32	48	160	45	21	21	32	85	
You	182	**	**	**	**	**	77	53	**	**	**	**	**	**	**	129	**	**	**	**	68	
	82%	**	**	**	**	**	80%	78%	**	**	**	**	**	**	**	81%	**	**	**	**	81%	
Another member of your household	29	**	**	**	**	**	14	10	**	**	**	**	**	**	**	22	**	**	**	**	11	
	13%	**	**	**	**	**	14%	15%	**	**	**	**	**	**	**	14%	**	**	**	**	13%	
Your company	4	**	**	**	**	**	2	2	**	**	**	**	**	**	**	2	**	**	**	**	2	
	2%	**	**	**	**	**	2%	3%	**	**	**	**	**	**	**	1%	**	**	**	**	2%	
Someone else	7	**	**	**	**	**	4	3	**	**	**	**	**	**	**	6	**	**	**	**	3	
	3%	**	**	**	**	**	4%	4%	**	**	**	**	**	**	**	4%	**	**	**	**	4%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 91**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QS5. Can I just check, in terms of your home internet service, which of these types of internet access does your household have at the moment? Is it...**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
FIXED BROADBAND access through a phone line or cable service (high speed access which is always on, so the home phone and the internet can be used at the same time, you may use a wireless connection)	174	173	**	75	67	**	**	**	**	124	**	**	**	123	**	124	88	**	98	76
	82%	100%	**	78%	85%	**	**	**	**	79%	**	**	**	81%	**	81%	80%	**	79%	86%
BROADBAND access through a MOBILE NETWORK - connecting using a USB STICK or DONGLE into a laptop or computer either at home or when outside the home (NOT accessing the internet via a mobile phone)	41	2	**	21	14	**	**	**	**	34	**	**	**	31	**	31	23	**	28	13
	19%	1%	**	22%	18%	**	**	**	**	22%	**	**	**	20%	**	20%	21%	**	23%	14%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 91**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QS5. Can I just check, in terms of your home internet service, which of these types of internet access does your household have at the moment? Is it...**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
FIXED BROADBAND access through a phone line or cable service (high speed access which is always on, so the home phone and the internet can be used at the same time, you may use a wireless connection)																						
	174	**	**	**	**	**	**	55	**	**	**	**	**	**	**	126	**	**	**	**	74	
	82%	**	**	**	**	**	**	87%	**	**	**	**	**	**	**	83%	**	**	**	**	93%	
BROADBAND access through a MOBILE NETWORK - connecting using a USB STICK or DONGLE into a laptop or computer either at home or when outside the home (NOT accessing the internet via a mobile phone)																						
	41	**	**	**	**	**	**	8	**	**	**	**	**	**	**	27	**	**	**	**	6	
	19%	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	18%	**	**	**	**	7%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 92**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QS5A. And which of these is your MAIN method of connection?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
FIXED BROADBAND access through a phone line or cable service (high speed access which is always on, so the home phone and the internet can be used at the same time, you may use a wireless connection)	173	173	**	75	66	**	**	**	**	123	**	**	**	123	**	124	88	**	97	76
	82%	100%	**	78%	85%	**	**	**	**	79%	**	**	**	81%	**	81%	80%	**	79%	86%
BROADBAND access through a MOBILE NETWORK - connecting using a USB STICK or DONGLE into a laptop or computer either at home or when outside the home (NOT accessing the internet via a mobile phone)	38	-	**	21	12	**	**	**	**	33	**	**	**	30	**	29	23	**	26	12
	18%	-%	**	22%	15%	**	**	**	**	21%	**	**	**	19%	**	19%	20%	**	21%	14%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 92**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QS5A. And which of these is your MAIN method of connection?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
FIXED BROADBAND access through a phone line or cable service (high speed access which is always on, so the home phone and the internet can be used at the same time, you may use a wireless connection)																						
	173	**	**	**	**	**	**	55	**	**	**	**	**	**	**	126	**	**	**	**	74	
	82%	**	**	**	**	**	**	87%	**	**	**	**	**	**	**	83%	**	**	**	**	93%	
BROADBAND access through a MOBILE NETWORK - connecting using a USB STICK or DONGLE into a laptop or computer either at home or when outside the home (NOT accessing the internet via a mobile phone)																						
	38	**	**	**	**	**	**	8	**	**	**	**	**	**	**	26	**	**	**	**	6	
	18%	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	17%	**	**	**	**	7%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 93**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q12. Which home fixed/ mobile broadband internet service provider does your household currently use as its MAIN supplier at home?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
BT (BT Total Broadband/ BT Yahoo/ BT Openworld)	44	40	**	18	18	**	**	**	**	31	**	**	**	31	**	36	13	**	24	20
	21%	23%	**	19%	22%	**	**	**	**	20%	**	**	**	20%	**	23%	12%	**	20%	22%
Virgin Media (NTL/ Telewest/ Blueyonder)	36	35	**	11	16	**	**	**	**	31	**	**	**	30	**	27	13	**	21	16
	17%	20%	**	11%	20%	**	**	**	**	20%	**	**	**	20%	**	18%	12%	**	17%	18%
Talk Talk (Carphone Warehouse/ Tiscali)	25	24	**	9	11	**	**	**	**	17	**	**	**	15	**	17	14	**	14	11
	12%	14%	**	9%	14%	**	**	**	**	11%	**	**	**	10%	**	11%	13%	**	11%	13%
AOL	20	19	**	6	7	**	**	**	**	17	**	**	**	13	**	14	14	**	9	11
	9%	11%	**	7%	9%	**	**	**	**	11%	**	**	**	8%	**	9%	12%	**	7%	12%
"3"	18	-	**	11	6	**	**	**	**	16	**	**	**	13	**	13	12	**	13	5
	9%	-%	**	11%	8%	**	**	**	**	10%	**	**	**	9%	**	8%	11%	**	11%	5%
Orange (Wanadoo/ Freeserve)	14	12	**	7	5	**	**	**	**	8	**	**	**	10	**	8	11	**	7	7
	7%	7%	**	7%	7%	**	**	**	**	5%	**	**	**	6%	**	5%	10%	**	5%	8%
O2	10	8	**	8	1	**	**	**	**	6	**	**	**	7	**	6	10	**	7	3
	5%	5%	**	9%	2%	**	**	**	**	4%	**	**	**	5%	**	4%	9%	**	5%	4%
Plusnet	8	8	**	6	1	**	**	**	**	6	**	**	**	5	**	5	5	**	5	3
	4%	4%	**	6%	1%	**	**	**	**	4%	**	**	**	4%	**	4%	5%	**	4%	3%
Sky	7	5	**	3	4	**	**	**	**	3	**	**	**	4	**	6	2	**	7	*
	4%	3%	**	3%	5%	**	**	**	**	2%	**	**	**	3%	**	4%	2%	**	6%	*%
Vodafone	4	-	**	4	-	**	**	**	**	4	**	**	**	4	**	4	-	**	-	4
	2%	-%	**	4%	-%	**	**	**	**	2%	**	**	**	2%	**	2%	-%	**	-%	4%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 93**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q12. Which home fixed/ mobile broadband internet service provider does your household currently use as its MAIN supplier at home?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Tesco	3	3	**	2	1	**	**	**	**	3	**	**	**	3	**	2	3	**	2	1
	2%	2%	**	2%	1%	**	**	**	**	2%	**	**	**	2%	**	1%	3%	**	2%	1%
T-mobile	3	1	**	*	2	**	**	**	**	2	**	**	**	2	**	2	3	**	3	-
	2%	*%	**	1%	2%	**	**	**	**	1%	**	**	**	1%	**	1%	3%	**	3%	-%
Eclipse Internet	2	2	**	2	*	**	**	**	**	2	**	**	**	2	**	2	2	**	-	2
	1%	1%	**	2%	1%	**	**	**	**	1%	**	**	**	1%	**	1%	2%	**	-%	2%
Pipex	2	1	**	1	1	**	**	**	**	2	**	**	**	1	**	1	1	**	1	1
	1%	1%	**	1%	2%	**	**	**	**	1%	**	**	**	1%	**	1%	1%	**	1%	1%
BE Broadband	2	2	**	*	2	**	**	**	**	1	**	**	**	2	**	2	2	**	2	-
	1%	1%	**	*%	2%	**	**	**	**	1%	**	**	**	1%	**	1%	1%	**	1%	-%
Supanet	2	2	**	2	-	**	**	**	**	2	**	**	**	1	**	-	2	**	-	2
	1%	1%	**	2%	-%	**	**	**	**	1%	**	**	**	*%	**	-%	2%	**	-%	2%
Demon Internet	2	2	**	1	*	**	**	**	**	1	**	**	**	1	**	1	-	**	1	*
	1%	1%	**	1%	1%	**	**	**	**	1%	**	**	**	1%	**	1%	-%	**	1%	1%
Karoo	1	1	**	*	-	**	**	**	**	1	**	**	**	*	**	1	1	**	*	*
	*%	1%	**	*%	-%	**	**	**	**	1%	**	**	**	*%	**	1%	1%	**	*%	1%
Other	9	9	**	6	2	**	**	**	**	3	**	**	**	8	**	9	2	**	7	2
	4%	5%	**	6%	2%	**	**	**	**	2%	**	**	**	5%	**	6%	2%	**	6%	3%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 93**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q12. Which home fixed/ mobile broadband internet service provider does your household currently use as its MAIN supplier at home?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
BT (BT Total Broadband/ BT Yahoo/ BT Openworld)	44	**	**	**	**	**	**	17	**	**	**	**	**	**	**	23	**	**	**	**	17	
	21%	**	**	**	**	**	**	26%	**	**	**	**	**	**	**	15%	**	**	**	**	21%	
Virgin Media (NTL/ Telewest/ Blueyonder)	36	**	**	**	**	**	**	6	**	**	**	**	**	**	**	32	**	**	**	**	17	
	17%	**	**	**	**	**	**	9%	**	**	**	**	**	**	**	21%	**	**	**	**	22%	
Talk Talk (Carphone Warehouse/ Tiscali)	25	**	**	**	**	**	**	9	**	**	**	**	**	**	**	19	**	**	**	**	12	
	12%	**	**	**	**	**	**	14%	**	**	**	**	**	**	**	13%	**	**	**	**	15%	
AOL	20	**	**	**	**	**	**	8	**	**	**	**	**	**	**	15	**	**	**	**	8	
	9%	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	10%	**	**	**	**	10%	
"3"	18	**	**	**	**	**	**	1	**	**	**	**	**	**	**	11	**	**	**	**	3	
	9%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	8%	**	**	**	**	3%	
Orange (Wanadoo/ Freeserve)	14	**	**	**	**	**	**	8	**	**	**	**	**	**	**	9	**	**	**	**	5	
	7%	**	**	**	**	**	**	12%	**	**	**	**	**	**	**	6%	**	**	**	**	6%	
O2	10	**	**	**	**	**	**	2	**	**	**	**	**	**	**	8	**	**	**	**	5	
	5%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	5%	**	**	**	**	6%	
Plusnet	8	**	**	**	**	**	**	2	**	**	**	**	**	**	**	4	**	**	**	**	4	
	4%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	3%	**	**	**	**	5%	
Sky	7	**	**	**	**	**	**	2	**	**	**	**	**	**	**	7	**	**	**	**	1	
	4%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	5%	**	**	**	**	2%	
Vodafone	4	**	**	**	**	**	**	-	**	**	**	**	**	**	**	4	**	**	**	**	-	
	2%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	2%	**	**	**	**	-%	
Tesco	3	**	**	**	**	**	**	*	**	**	**	**	**	**	**	2	**	**	**	**	1	
	2%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	1%	**	**	**	**	1%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 93**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q12. Which home fixed/ mobile broadband internet service provider does your household currently use as its MAIN supplier at home?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

		BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
T-mobile	3	**	**	**	**	**	**	3	**	**	**	**	**	**	**	2	**	**	**	**	1	
	2%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	1%	**	**	**	**	1%	
Eclipse Internet	2	**	**	**	**	**	**	*	**	**	**	**	**	**	**	1	**	**	**	**	1	
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	1%	**	**	**	**	1%	
Pipex	2	**	**	**	**	**	**	1	**	**	**	**	**	**	**	1	**	**	**	**	-	
	1%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	1%	**	**	**	**	-%	
BE Broadband	2	**	**	**	**	**	**	*	**	**	**	**	**	**	**	2	**	**	**	**	1	
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	1%	**	**	**	**	1%	
Supanet	2	**	**	**	**	**	**	-	**	**	**	**	**	**	**	2	**	**	**	**	1	
	1%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	1%	**	**	**	**	1%	
Demon Internet	2	**	**	**	**	**	**	1	**	**	**	**	**	**	**	1	**	**	**	**	2	
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	1%	**	**	**	**	2%	
Karoo	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	1	**	**	**	**	-	
	*%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	1%	**	**	**	**	-%	
Other	9	**	**	**	**	**	**	2	**	**	**	**	**	**	**	8	**	**	**	**	2	
	4%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	5%	**	**	**	**	3%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 94**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q13. How long has (BROADBAND PROVIDER) been providing your home home fixed/ mobile broadband service?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Less than 3 months	8	6	**	5	3	**	**	**	**	4	**	**	**	6	**	3	5	**	6	2
	4%	3%	**	5%	4%	**	**	**	**	2%	**	**	**	4%	**	2%	5%	**	5%	2%
3-6 months	6	3	**	4	1	**	**	**	**	4	**	**	**	6	**	4	3	**	5	1
	3%	2%	**	5%	2%	**	**	**	**	3%	**	**	**	4%	**	2%	2%	**	4%	1%
7-12 months	20	13	**	5	10	**	**	**	**	18	**	**	**	14	**	16	6	**	15	5
	9%	8%	**	5%	13%	**	**	**	**	12%	**	**	**	9%	**	10%	6%	**	12%	6%
More than a year, up to 2 years	34	26	**	12	10	**	**	**	**	21	**	**	**	23	**	20	17	**	17	17
	16%	15%	**	12%	13%	**	**	**	**	13%	**	**	**	15%	**	13%	15%	**	14%	19%
More than 2 years, up to 4 years	41	32	**	23	14	**	**	**	**	29	**	**	**	30	**	31	22	**	22	19
	19%	18%	**	24%	17%	**	**	**	**	18%	**	**	**	20%	**	20%	20%	**	18%	21%
More than 4 years, up to 6 years	38	33	**	22	14	**	**	**	**	29	**	**	**	28	**	29	23	**	23	15
	18%	19%	**	22%	18%	**	**	**	**	19%	**	**	**	19%	**	19%	21%	**	18%	17%
More than 6 years, up to 10 years	36	33	**	15	14	**	**	**	**	25	**	**	**	25	**	28	23	**	19	17
	17%	19%	**	16%	18%	**	**	**	**	16%	**	**	**	16%	**	18%	21%	**	15%	20%
More than 10 years	27	25	**	10	10	**	**	**	**	25	**	**	**	20	**	20	10	**	16	12
	13%	14%	**	11%	13%	**	**	**	**	16%	**	**	**	13%	**	13%	9%	**	13%	13%
Don't know	2	2	**	-	2	**	**	**	**	2	**	**	**	1	**	2	1	**	1	1
	1%	1%	**	-%	2%	**	**	**	**	1%	**	**	**	*%	**	1%	1%	**	*%	1%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 94**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q13. How long has (BROADBAND PROVIDER) been providing your home home fixed/ mobile broadband service?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Less than 3 months	8	**	**	**	**	**	**	2	**	**	**	**	**	**	**	8	**	**	**	**	5	
	4%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	5%	**	**	**	**	6%	
3-6 months	6	**	**	**	**	**	**	1	**	**	**	**	**	**	**	4	**	**	**	**	2	
	3%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	2%	**	**	**	**	3%	
7-12 months	20	**	**	**	**	**	**	2	**	**	**	**	**	**	**	16	**	**	**	**	5	
	9%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	10%	**	**	**	**	6%	
More than a year, up to 2 years	34	**	**	**	**	**	**	9	**	**	**	**	**	**	**	20	**	**	**	**	13	
	16%	**	**	**	**	**	**	14%	**	**	**	**	**	**	**	14%	**	**	**	**	16%	
More than 2 years, up to 4 years	41	**	**	**	**	**	**	10	**	**	**	**	**	**	**	35	**	**	**	**	11	
	19%	**	**	**	**	**	**	16%	**	**	**	**	**	**	**	23%	**	**	**	**	14%	
More than 4 years, up to 6 years	38	**	**	**	**	**	**	15	**	**	**	**	**	**	**	23	**	**	**	**	18	
	18%	**	**	**	**	**	**	24%	**	**	**	**	**	**	**	15%	**	**	**	**	22%	
More than 6 years, up to 10 years	36	**	**	**	**	**	**	12	**	**	**	**	**	**	**	28	**	**	**	**	16	
	17%	**	**	**	**	**	**	19%	**	**	**	**	**	**	**	19%	**	**	**	**	20%	
More than 10 years	27	**	**	**	**	**	**	12	**	**	**	**	**	**	**	17	**	**	**	**	9	
	13%	**	**	**	**	**	**	18%	**	**	**	**	**	**	**	12%	**	**	**	**	11%	
Don't know	2	**	**	**	**	**	**	-	**	**	**	**	**	**	**	-	**	**	**	**	2	
	1%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	-%	**	**	**	**	2%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 95**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q13a. How long ago did you first get a home fixed/ mobile broadband internet connection in your home?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
In the last month	1	1	**	1	-	**	**	**	**	-	**	**	**	1	**	-	-	**	1	-
	*%	*%	**	1%	-%	**	**	**	**	-%	**	**	**	*%	**	-%	-%	**	1%	-%
Between one and three months ago	8	3	**	7	1	**	**	**	**	7	**	**	**	6	**	4	6	**	4	4
	4%	2%	**	7%	2%	**	**	**	**	5%	**	**	**	4%	**	3%	5%	**	4%	4%
Between four and six months ago	6	5	**	2	4	**	**	**	**	6	**	**	**	6	**	6	4	**	1	5
	3%	3%	**	2%	5%	**	**	**	**	4%	**	**	**	4%	**	4%	3%	**	1%	5%
Between six and nine months ago	6	2	**	5	1	**	**	**	**	6	**	**	**	6	**	6	2	**	1	4
	3%	1%	**	5%	2%	**	**	**	**	4%	**	**	**	4%	**	4%	2%	**	1%	5%
Between nine months and one year ago	17	15	**	1	6	**	**	**	**	16	**	**	**	11	**	9	5	**	11	5
	8%	9%	**	1%	8%	**	**	**	**	10%	**	**	**	7%	**	6%	5%	**	9%	6%
Between one and two years ago	13	7	**	3	8	**	**	**	**	12	**	**	**	9	**	11	6	**	10	3
	6%	4%	**	3%	11%	**	**	**	**	7%	**	**	**	6%	**	7%	6%	**	8%	3%
More than two years ago	153	136	**	73	56	**	**	**	**	103	**	**	**	107	**	110	83	**	88	65
	72%	78%	**	76%	71%	**	**	**	**	66%	**	**	**	70%	**	72%	75%	**	72%	73%
Don't know	8	5	**	6	2	**	**	**	**	6	**	**	**	7	**	8	5	**	5	3
	4%	3%	**	6%	2%	**	**	**	**	4%	**	**	**	5%	**	5%	4%	**	4%	3%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 95**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q13a. How long ago did you first get a home fixed/ mobile broadband internet connection in your home?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
In the last month	1	**	**	**	**	**	**	-	**	**	**	**	**	**	**	1	**	**	**	**	1	
	%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	%	**	**	**	**	1%	
Between one and three months ago	8	**	**	**	**	**	**	2	**	**	**	**	**	**	**	7	**	**	**	**	*	
	4%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	5%	**	**	**	**	1%	
Between four and six months ago	6	**	**	**	**	**	**	*	**	**	**	**	**	**	**	4	**	**	**	**	1	
	3%	**	**	**	**	**	**	%	**	**	**	**	**	**	**	3%	**	**	**	**	1%	
Between six and nine months ago	6	**	**	**	**	**	**	*	**	**	**	**	**	**	**	6	**	**	**	**	1	
	3%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	4%	**	**	**	**	2%	
Between nine months and one year ago	17	**	**	**	**	**	**	1	**	**	**	**	**	**	**	13	**	**	**	**	8	
	8%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	9%	**	**	**	**	10%	
Between one and two years ago	13	**	**	**	**	**	**	4	**	**	**	**	**	**	**	7	**	**	**	**	3	
	6%	**	**	**	**	**	**	7%	**	**	**	**	**	**	**	4%	**	**	**	**	4%	
More than two years ago	153	**	**	**	**	**	**	52	**	**	**	**	**	**	**	109	**	**	**	**	65	
	72%	**	**	**	**	**	**	82%	**	**	**	**	**	**	**	72%	**	**	**	**	81%	
Don't know	8	**	**	**	**	**	**	3	**	**	**	**	**	**	**	5	**	**	**	**	1	
	4%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	3%	**	**	**	**	1%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 96**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q13b. Do you have a monthly download allowance from (BROADBAND PROVIDER) or unlimited downloads?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Monthly download allowance	50	34	**	19	24	**	**	**	**	37	**	**	**	37	**	40	25	**	33	17
	24%	20%	**	20%	31%	**	**	**	**	24%	**	**	**	25%	**	26%	23%	**	27%	19%
Unlimited downloads	128	113	**	59	46	**	**	**	**	90	**	**	**	88	**	92	71	**	77	51
	60%	65%	**	62%	59%	**	**	**	**	58%	**	**	**	57%	**	60%	64%	**	62%	58%
Don't know	33	26	**	18	8	**	**	**	**	29	**	**	**	27	**	21	15	**	13	21
	16%	15%	**	18%	11%	**	**	**	**	18%	**	**	**	18%	**	14%	13%	**	10%	23% r

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 96**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q13b. Do you have a monthly download allowance from (BROADBAND PROVIDER) or unlimited downloads?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Monthly download allowance	50	**	**	**	**	**	**	15	**	**	**	**	**	**	**	30	**	**	**	**	14	
	24%	**	**	**	**	**	**	23%	**	**	**	**	**	**	**	20%	**	**	**	**	17%	
Unlimited downloads	128	**	**	**	**	**	**	38	**	**	**	**	**	**	**	98	**	**	**	**	54	
	60%	**	**	**	**	**	**	60%	**	**	**	**	**	**	**	65%	**	**	**	**	68%	
Don't know	33	**	**	**	**	**	**	11	**	**	**	**	**	**	**	23	**	**	**	**	12	
	16%	**	**	**	**	**	**	17%	**	**	**	**	**	**	**	15%	**	**	**	**	15%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 97**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q13c. Approximately how much would you estimate your household pays each month for your home fixed/ mobile broadband service at home? IF NECESSARY - Please include any internet phone charges on your bill and any subscription you pay for your internet service.**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

		MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER		
		Total	FIXED a	MOBILE ~b	VERY c	QUITE d	NOT ~e	LAST YEAR ~f	AGO ~g	EVER ~h	NEVER i	YES ~j	NO ~k	ACTIVE /OPEN ~l	NOT INTT'D m	YES ~n	NO o	UNDER £20 p	£20+ ~q	MALE r	FEMALE s
Significance Level: 95%																					
Unweighted total		297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample		189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total		212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Up to £4.99	(3.5)	5 2%	5 3%	** **	3 3%	2 3%	** **	** **	** **	** **	4 2%	** **	** **	** **	5 3%	** **	4 2%	5 5%	** **	3 2%	2 2%
£5 - £9.99	(7.5)	15 7%	13 7%	** **	9 10%	4 5%	** **	** **	** **	** **	8 5%	** **	** **	** **	11 7%	** **	11 7%	15 13%	** **	9 7%	6 7%
£10 - £14.99	(12.5)	31 15%	25 14%	** **	13 13%	15 20%	** **	** **	** **	** **	23 15%	** **	** **	** **	25 17%	** **	24 16%	31 28%	** **	18 15%	13 14%
£15 - £19.99	(17.5)	60 28%	45 26%	** **	32 34%	16 20%	** **	** **	** **	** **	49 31%	** **	** **	** **	39 25%	** **	44 29%	60 54%	** **	37 30%	22 25%
£20 - £24.99	(22.5)	32 15%	25 14%	** **	15 16%	11 14%	** **	** **	** **	** **	25 16%	** **	** **	** **	26 17%	** **	18 12%	- -%	** **	13 11%	18 21%
£25 - £29.99	(27.5)	15 7%	11 7%	** **	5 5%	9 11%	** **	** **	** **	** **	6 4%	** **	** **	** **	8 5%	** **	11 7%	- -%	** **	12 10%	3 3%
£30 - £34.99	(32.5)	16 7%	15 9%	** **	3 3%	9 11% c	** **	** **	** **	** **	13 9%	** **	** **	** **	11 7%	** **	12 8%	- -%	** **	13 10%	3 3%
£35 - £39.99	(37.5)	7 3%	5 3%	** **	2 2%	1 2%	** **	** **	** **	** **	7 5%	** **	** **	** **	4 3%	** **	4 3%	- -%	** **	5 4%	2 2%
£40 or over	(42.5)	6 3%	4 2%	** **	2 2%	3 4%	** **	** **	** **	** **	4 3%	** **	** **	** **	4 3%	** **	4 3%	- -%	** **	4 3%	2 2%
Don't know		26 12%	26 15%	** **	11 12%	9 11%	** **	** **	** **	** **	16 10%	** **	** **	** **	19 12%	** **	21 14%	- -%	** **	9 7%	17 20% r
Mean score		19.9	19.7	**	18.2	20.7	**	**	**	**	20.3	**	**	**	19.5	**	19.8	14.1	**	20.6	19.0
Standard deviation		8.80	8.86	**	8.03	9.26	**	**	**	**	8.81	**	**	**	8.91	**	8.88	4.25	**	9.20	8.10
Standard error		.55	.61	**	.73	.92	**	**	**	**	.65	**	**	**	.65	**	.66	.33	**	.73	.82

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 97**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q13c. Approximately how much would you estimate your household pays each month for your home fixed/ mobile broadband service at home? IF NECESSARY - Please include any internet phone charges on your bill and any subscription you pay for your internet service.**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

		BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
		Total	~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t
Significance Level: 95%																						
Unweighted total		297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114
Effective Weighted Sample		189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78
Total		212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80
Up to £4.99	(3.5)	5	**	**	**	**	**	**	1	**	**	**	**	**	**	**	3	**	**	**	**	1
		2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	2%	**	**	**	**	1%
£5 - £9.99	(7.5)	15	**	**	**	**	**	**	6	**	**	**	**	**	**	**	13	**	**	**	**	4
		7%	**	**	**	**	**	**	9%	**	**	**	**	**	**	**	9%	**	**	**	**	4%
£10 - £14.99	(12.5)	31	**	**	**	**	**	**	13	**	**	**	**	**	**	**	21	**	**	**	**	13
		15%	**	**	**	**	**	**	21%	**	**	**	**	**	**	**	14%	**	**	**	**	16%
£15 - £19.99	(17.5)	60	**	**	**	**	**	**	19	**	**	**	**	**	**	**	40	**	**	**	**	26
		28%	**	**	**	**	**	**	29%	**	**	**	**	**	**	**	26%	**	**	**	**	33%
£20 - £24.99	(22.5)	32	**	**	**	**	**	**	7	**	**	**	**	**	**	**	26	**	**	**	**	16
		15%	**	**	**	**	**	**	11%	**	**	**	**	**	**	**	17%	**	**	**	**	20%
£25 - £29.99	(27.5)	15	**	**	**	**	**	**	3	**	**	**	**	**	**	**	11	**	**	**	**	2
		7%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	8%	**	**	**	**	3%
£30 - £34.99	(32.5)	16	**	**	**	**	**	**	2	**	**	**	**	**	**	**	11	**	**	**	**	3
		7%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	7%	**	**	**	**	4%
£35 - £39.99	(37.5)	7	**	**	**	**	**	**	1	**	**	**	**	**	**	**	3	**	**	**	**	3
		3%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	2%	**	**	**	**	4%
£40 or over	(42.5)	6	**	**	**	**	**	**	3	**	**	**	**	**	**	**	4	**	**	**	**	1
		3%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	3%	**	**	**	**	2%
Don't know		26	**	**	**	**	**	**	9	**	**	**	**	**	**	**	18	**	**	**	**	10
		12%	**	**	**	**	**	**	14%	**	**	**	**	**	**	**	12%	**	**	**	**	13%
Mean score		19.9	**	**	**	**	**	**	18.4	**	**	**	**	**	**	**	19.6	**	**	**	**	19.5
Standard deviation		8.80	**	**	**	**	**	**	8.94	**	**	**	**	**	**	**	8.71	**	**	**	**	7.81
Standard error		.55	**	**	**	**	**	**	.81	**	**	**	**	**	**	**	.65	**	**	**	**	.78
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 98**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q13d. Do you have a contract with (BROADBAND PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
No, don't have a contract	95	78	**	47	34	**	**	**	**	71	**	**	**	65	**	66	51	**	58	37
	45%	45%	**	49%	43%	**	**	**	**	46%	**	**	**	42%	**	43%	46%	**	47%	42%
Within the next month	2	1	**	2	-	**	**	**	**	2	**	**	**	1	**	2	1	**	2	-
	1%	1%	**	2%	-%	**	**	**	**	1%	**	**	**	1%	**	1%	1%	**	1%	-%
In 1-3 months	5	4	**	1	3	**	**	**	**	3	**	**	**	3	**	3	4	**	4	1
	2%	2%	**	1%	3%	**	**	**	**	2%	**	**	**	2%	**	2%	3%	**	3%	2%
In 4-6 months	15	11	**	4	5	**	**	**	**	12	**	**	**	7	**	12	13	**	10	5
	7%	7%	**	5%	6%	**	**	**	**	8%	**	**	**	5%	**	8%	11%	**	8%	5%
In 7-12 months	29	25	**	9	18	**	**	**	**	22	**	**	**	24	**	22	16	**	21	8
	14%	14%	**	10%	23%	**	**	**	**	14%	**	**	**	16%	**	15%	14%	**	17%	9%
In more than 12 months	19	10	**	12	6	**	**	**	**	15	**	**	**	17	**	15	5	**	8	11
	9%	6%	**	13%	8%	**	**	**	**	9%	**	**	**	11%	**	10%	5%	**	7%	12%
Not sure when contract runs out	32	30	**	14	10	**	**	**	**	20	**	**	**	23	**	23	17	**	16	16
	15%	17%	**	15%	13%	**	**	**	**	13%	**	**	**	15%	**	15%	16%	**	13%	18%
Don't know if I have a contract	15	14	**	6	3	**	**	**	**	12	**	**	**	12	**	9	4	**	4	11
	7%	8%	**	6%	3%	**	**	**	**	8%	**	**	**	8%	**	6%	4%	**	3%	12%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 98**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q13d. Do you have a contract with (BROADBAND PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
No, don't have a contract	95	**	**	**	**	**	**	27	**	**	**	**	**	**	**	61	**	**	**	**	34	
	45%	**	**	**	**	**	**	43%	**	**	**	**	**	**	**	41%	**	**	**	**	43%	
Within the next month	2	**	**	**	**	**	**	1	**	**	**	**	**	**	**	2	**	**	**	**	1	
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	1%	**	**	**	**	2%	
In 1-3 months	5	**	**	**	**	**	**	3	**	**	**	**	**	**	**	4	**	**	**	**	2	
	2%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	3%	**	**	**	**	2%	
In 4-6 months	15	**	**	**	**	**	**	5	**	**	**	**	**	**	**	12	**	**	**	**	5	
	7%	**	**	**	**	**	**	8%	**	**	**	**	**	**	**	8%	**	**	**	**	6%	
In 7-12 months	29	**	**	**	**	**	**	7	**	**	**	**	**	**	**	24	**	**	**	**	10	
	14%	**	**	**	**	**	**	11%	**	**	**	**	**	**	**	16%	**	**	**	**	13%	
In more than 12 months	19	**	**	**	**	**	**	5	**	**	**	**	**	**	**	14	**	**	**	**	6	
	9%	**	**	**	**	**	**	7%	**	**	**	**	**	**	**	10%	**	**	**	**	7%	
Not sure when contract runs out	32	**	**	**	**	**	**	10	**	**	**	**	**	**	**	23	**	**	**	**	13	
	15%	**	**	**	**	**	**	16%	**	**	**	**	**	**	**	15%	**	**	**	**	16%	
Don't know if I have a contract	15	**	**	**	**	**	**	6	**	**	**	**	**	**	**	11	**	**	**	**	9	
	7%	**	**	**	**	**	**	10%	**	**	**	**	**	**	**	7%	**	**	**	**	11%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 99**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15. How satisfied are you with the OVERALL SERVICE PROVIDED by (BROADBAND PROVIDER)? Would you say you are...**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED a	MOBILE ~b	VERY c	QUITE d	NOT ~e	LAST YEAR ~f	AGO ~g	EVER ~h	NEVER i	YES ~j	NO ~k	ACTIVE /OPEN ~l	NOT INT'TED m	YES ~n	NO o	UNDER £20 p	£20+ ~q	MALE r	FEMALE s
Significance Level: 95%																				
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Base for % (Unweighted and weighted)	295	251	**	139	115	**	**	**	**	207	**	**	**	212	**	212	168	**	173	122
	211	172	38	96	78	37	8	47	56	155	7	49	58	152	36	152	110	75	123	88
Very satisfied	96	75	**	96	-	**	**	**	**	70	**	**	**	85	**	80	58	**	55	41
	45%	43%	**	100%	-%	**	**	**	**	45%	**	**	**	56%	**	52%	52%	**	45%	47%
Fairly satisfied	78	66	**	-	78	**	**	**	**	56	**	**	**	53	**	59	37	**	47	31
	37%	38%	**	-%	100%	**	**	**	**	36%	**	**	**	35%	**	39%	34%	**	38%	36%
TOTAL SATISFIED	174	141	**	96	78	**	**	**	**	126	**	**	**	137	**	138	95	**	102	72
	83%	82%	**	100%	100%	**	**	**	**	81%	**	**	**	90%	**	91%	86%	**	83%	82%
Neither	14	12	**	-	-	**	**	**	**	10	**	**	**	6	**	10	8	**	9	5
	7%	7%	**	-%	-%	**	**	**	**	7%	**	**	**	4%	**	7%	7%	**	8%	6%
Fairly dissatisfied	14	13	**	-	-	**	**	**	**	11	**	**	**	7	**	1	5	**	5	9
	7%	7%	**	-%	-%	**	**	**	**	7%	**	**	**	5%	**	1%	5%	**	4%	10%
Very dissatisfied	8	7	**	-	-	**	**	**	**	7	**	**	**	2	**	2	2	**	7	1
	4%	4%	**	-%	-%	**	**	**	**	5%	**	**	**	1%	**	1%	2%	**	5%	2%
TOTAL DISSATISFIED	22	20	**	-	-	**	**	**	**	19	**	**	**	9	**	3	7	**	12	10
	11%	11%	**	-%	-%	**	**	**	**	12%	**	**	**	6%	**	2%	7%	**	10%	12%
Don't know	1	1	**	-	-	**	**	**	**	1	**	**	**	1	**	1	*	**	*	1

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 99**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15. How satisfied are you with the OVERALL SERVICE PROVIDED by (BROADBAND PROVIDER)? Would you say you are...**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Base for % (Unweighted and weighted)	295	**	**	**	**	**	**	141	**	**	**	**	**	**	**	202	**	**	**	**	114	
	211	50	32	82	47	25	91	63	19	23	4	54	60	30	48	151	42	21	20	30	80	
Very satisfied	96	**	**	**	**	**	**	30	**	**	**	**	**	**	**	70	**	**	**	**	38	
	45%	**	**	**	**	**	**	47%	**	**	**	**	**	**	**	46%	**	**	**	**	47%	
Fairly satisfied	78	**	**	**	**	**	**	25	**	**	**	**	**	**	**	54	**	**	**	**	24	
	37%	**	**	**	**	**	**	40%	**	**	**	**	**	**	**	36%	**	**	**	**	30%	
TOTAL SATISFIED	174	**	**	**	**	**	**	54	**	**	**	**	**	**	**	123	**	**	**	**	62	
	83%	**	**	**	**	**	**	87%	**	**	**	**	**	**	**	82%	**	**	**	**	78%	
Neither	14	**	**	**	**	**	**	5	**	**	**	**	**	**	**	12	**	**	**	**	6	
	7%	**	**	**	**	**	**	8%	**	**	**	**	**	**	**	8%	**	**	**	**	7%	
Fairly dissatisfied	14	**	**	**	**	**	**	3	**	**	**	**	**	**	**	11	**	**	**	**	11	
	7%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	7%	**	**	**	**	13%	
Very dissatisfied	8	**	**	**	**	**	**	1	**	**	**	**	**	**	**	5	**	**	**	**	1	
	4%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	3%	**	**	**	**	2%	
TOTAL DISSATISFIED	22	**	**	**	**	**	**	3	**	**	**	**	**	**	**	15	**	**	**	**	12	
	11%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	10%	**	**	**	**	15%	
Don't know	1	**	**	**	**	**	**	*	**	**	**	**	**	**	**	*	**	**	**	**	-	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 100**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15. How satisfied are you with the OVERALL SERVICE PROVIDED by (BROADBAND PROVIDER)? Would you say you are...**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	~d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	253	253	-	120	98	33	14	63	77	176	8	69	69	182	42	183	139	75	143	110
Effective Weighted Sample	162	162	-	101	59	18	12	51	62	105	7	55	46	115	23	123	108	39	88	74
Total	173	173	-	75	66	31	8	42	50	123	7	43	49	123	29	124	88	60	97	76
Base for % (Unweighted and weighted)	251	251	-	120	**	**	**	**	**	174	**	**	**	181	**	181	138	**	142	109
	172	172	-	75	66	31	8	42	50	122	7	43	49	123	29	123	87	59	97	76
Very satisfied	75	75	-	75	**	**	**	**	**	50	**	**	**	64	**	62	46	**	43	32
	43%	43%	-%	100%	**	**	**	**	**	41%	**	**	**	52%	**	50%	53%	**	45%	42%
Fairly satisfied	66	66	-	-	**	**	**	**	**	47	**	**	**	47	**	51	29	**	37	29
	38%	38%	-%	-%	**	**	**	**	**	38%	**	**	**	38%	**	42%	33%	**	39%	38%
TOTAL SATISFIED	141	141	-	75	**	**	**	**	**	96	**	**	**	111	**	113	75	**	80	60
	82%	82%	-%	100%	**	**	**	**	**	79%	**	**	**	90%	**	92%	86%	**	83%	80%
Neither	12	12	-	-	**	**	**	**	**	8	**	**	**	4	**	8	6	**	7	5
	7%	7%	-%	-%	**	**	**	**	**	7%	**	**	**	3%	**	6%	7%	**	7%	6%
Fairly dissatisfied	13	13	-	-	**	**	**	**	**	11	**	**	**	7	**	1	4	**	4	9
	7%	7%	-%	-%	**	**	**	**	**	9%	**	**	**	6%	**	1%	5%	**	4%	12%
Very dissatisfied	7	7	-	-	**	**	**	**	**	7	**	**	**	1	**	1	1	**	6	1
	4%	4%	-%	-%	**	**	**	**	**	6%	**	**	**	1%	**	1%	2%	**	6%	2%
TOTAL DISSATISFIED	20	20	-	-	**	**	**	**	**	18	**	**	**	8	**	2	6	**	9	10
	11%	11%	-%	-%	**	**	**	**	**	15%	**	**	**	7%	**	2%	7%	**	10%	14%
Don't know	1	1	-	-	**	**	**	**	**	1	**	**	**	1	**	1	*	**	*	1

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 100**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15. How satisfied are you with the OVERALL SERVICE PROVIDED by (BROADBAND PROVIDER)? Would you say you are...**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	253	75	28	81	69	7	77	125	28	37	9	74	72	49	38	175	67	13	19	41	106	
Effective Weighted Sample	162	63	13	59	54	6	72	119	26	35	9	64	44	36	23	110	49	6	17	32	72	
Total	173	42	28	63	41	21	70	55	15	20	5	49	52	20	36	126	38	15	10	26	74	
Base for % (Unweighted and weighted)	251	**	**	**	**	**	**	124	**	**	**	**	**	**	**	174	**	**	**	**	106	
	172	41	28	63	41	21	70	55	15	19	4	48	51	20	36	125	37	15	10	26	74	
Very satisfied	75	**	**	**	**	**	**	26	**	**	**	**	**	**	**	56	**	**	**	**	37	
	43%	**	**	**	**	**	**	48%	**	**	**	**	**	**	**	44%	**	**	**	**	51%	
Fairly satisfied	66	**	**	**	**	**	**	22	**	**	**	**	**	**	**	46	**	**	**	**	21	
	38%	**	**	**	**	**	**	41%	**	**	**	**	**	**	**	36%	**	**	**	**	28%	
TOTAL SATISFIED	141	**	**	**	**	**	**	48	**	**	**	**	**	**	**	101	**	**	**	**	58	
	82%	**	**	**	**	**	**	89%	**	**	**	**	**	**	**	81%	**	**	**	**	79%	
Neither	12	**	**	**	**	**	**	3	**	**	**	**	**	**	**	10	**	**	**	**	4	
	7%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	8%	**	**	**	**	6%	
Fairly dissatisfied	13	**	**	**	**	**	**	3	**	**	**	**	**	**	**	10	**	**	**	**	10	
	7%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	8%	**	**	**	**	14%	
Very dissatisfied	7	**	**	**	**	**	**	*	**	**	**	**	**	**	**	4	**	**	**	**	1	
	4%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	3%	**	**	**	**	2%	
TOTAL DISSATISFIED	20	**	**	**	**	**	**	3	**	**	**	**	**	**	**	14	**	**	**	**	12	
	11%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	11%	**	**	**	**	16%	
Don't know	1	**	**	**	**	**	**	*	**	**	**	**	**	**	**	*	**	**	**	**	-	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 101**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (BROADBAND PROVIDER)? Would you say you are...**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Base for % (Unweighted and weighted)	292	248	**	139	112	**	**	**	**	204	**	**	**	212	**	210	166	**	171	121
	209	171	38	96	77	36	8	47	56	154	7	49	57	152	36	151	109	75	122	88
Very satisfied	91	70	**	69	17	**	**	**	**	66	**	**	**	80	**	79	51	**	52	39
	43%	41%	**	72%	23%	**	**	**	**	43%	**	**	**	53%	**	52%	47%	**	42%	45%
				d																
Fairly satisfied	79	67	**	23	46	**	**	**	**	57	**	**	**	54	**	56	44	**	50	29
	38%	39%	**	24%	60%	**	**	**	**	37%	**	**	**	36%	**	37%	40%	**	41%	33%
				c																
TOTAL SATISFIED	170	137	**	93	64	**	**	**	**	123	**	**	**	134	**	134	95	**	102	68
	81%	80%	**	97%	83%	**	**	**	**	80%	**	**	**	88%	**	89%	87%	**	84%	78%
				d																
Neither	13	12	**	2	5	**	**	**	**	10	**	**	**	7	**	8	7	**	7	7
	6%	7%	**	2%	6%	**	**	**	**	7%	**	**	**	5%	**	5%	6%	**	6%	8%
Fairly dissatisfied	19	16	**	*	7	**	**	**	**	15	**	**	**	9	**	7	6	**	8	11
	9%	10%	**	*%	9%	**	**	**	**	10%	**	**	**	6%	**	4%	6%	**	6%	13%
				c																
Very dissatisfied	7	6	**	1	2	**	**	**	**	5	**	**	**	2	**	2	1	**	5	2
	3%	4%	**	1%	2%	**	**	**	**	3%	**	**	**	1%	**	1%	1%	**	4%	2%
TOTAL DISSATISFIED	26	23	**	1	9	**	**	**	**	20	**	**	**	11	**	9	7	**	13	13
	12%	13%	**	1%	11%	**	**	**	**	13%	**	**	**	7%	**	6%	7%	**	11%	15%
				c																
Don't know	2	2	**	-	1	**	**	**	**	2	**	**	**	1	**	2	1	**	1	1

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 101**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (BROADBAND PROVIDER)? Would you say you are...**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Base for % (Unweighted and weighted)	292	**	**	**	**	**	**	138	**	**	**	**	**	**	**	200	**	**	**	**	111	
	209	50	32	81	46	25	91	62	19	23	4	53	60	30	47	150	42	21	21	30	79	
Very satisfied	91	**	**	**	**	**	**	24	**	**	**	**	**	**	**	68	**	**	**	**	30	
	43%	**	**	**	**	**	**	39%	**	**	**	**	**	**	**	46%	**	**	**	**	38%	
Fairly satisfied	79	**	**	**	**	**	**	26	**	**	**	**	**	**	**	53	**	**	**	**	32	
	38%	**	**	**	**	**	**	42%	**	**	**	**	**	**	**	35%	**	**	**	**	41%	
TOTAL SATISFIED	170	**	**	**	**	**	**	50	**	**	**	**	**	**	**	121	**	**	**	**	62	
	81%	**	**	**	**	**	**	80%	**	**	**	**	**	**	**	81%	**	**	**	**	79%	
Neither	13	**	**	**	**	**	**	5	**	**	**	**	**	**	**	10	**	**	**	**	5	
	6%	**	**	**	**	**	**	8%	**	**	**	**	**	**	**	6%	**	**	**	**	6%	
Fairly dissatisfied	19	**	**	**	**	**	**	5	**	**	**	**	**	**	**	16	**	**	**	**	12	
	9%	**	**	**	**	**	**	9%	**	**	**	**	**	**	**	11%	**	**	**	**	15%	
Very dissatisfied	7	**	**	**	**	**	**	2	**	**	**	**	**	**	**	3	**	**	**	**	-	
	3%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	2%	**	**	**	**	-%	
TOTAL DISSATISFIED	26	**	**	**	**	**	**	7	**	**	**	**	**	**	**	19	**	**	**	**	12	
	12%	**	**	**	**	**	**	11%	**	**	**	**	**	**	**	13%	**	**	**	**	15%	
Don't know	2	**	**	**	**	**	**	2	**	**	**	**	**	**	**	1	**	**	**	**	1	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 102**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (BROADBAND PROVIDER)? Would you say you are...**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	~d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	253	253	-	120	98	33	14	63	77	176	8	69	69	182	42	183	139	75	143	110
Effective Weighted Sample	162	162	-	101	59	18	12	51	62	105	7	55	46	115	23	123	108	39	88	74
Total	173	173	-	75	66	31	8	42	50	123	7	43	49	123	29	124	88	60	97	76
Base for % (Unweighted and weighted)	248	248	-	120	**	**	**	**	**	171	**	**	**	181	**	179	136	**	140	108
	171	171	-	75	65	31	8	42	50	121	7	43	48	122	29	122	86	60	96	75
Very satisfied	70	70	-	52	**	**	**	**	**	45	**	**	**	61	**	60	38	**	40	30
	41%	41%	-%	70%	**	**	**	**	**	38%	**	**	**	50%	**	49%	44%	**	42%	40%
Fairly satisfied	67	67	-	19	**	**	**	**	**	48	**	**	**	46	**	48	37	**	41	26
	39%	39%	-%	26%	**	**	**	**	**	40%	**	**	**	38%	**	39%	42%	**	43%	34%
TOTAL SATISFIED	137	137	-	72	**	**	**	**	**	94	**	**	**	107	**	108	74	**	81	56
	80%	80%	-%	96%	**	**	**	**	**	77%	**	**	**	88%	**	88%	86%	**	85%	74%
Neither	12	12	-	2	**	**	**	**	**	9	**	**	**	6	**	7	7	**	5	7
	7%	7%	-%	3%	**	**	**	**	**	7%	**	**	**	5%	**	6%	8%	**	5%	9%
Fairly dissatisfied	16	16	-	*	**	**	**	**	**	14	**	**	**	8	**	6	4	**	5	11
	10%	10%	-%	*%	**	**	**	**	**	12%	**	**	**	7%	**	5%	5%	**	5%	15% r
Very dissatisfied	6	6	-	1	**	**	**	**	**	5	**	**	**	1	**	1	1	**	5	2
	4%	4%	-%	1%	**	**	**	**	**	4%	**	**	**	1%	**	1%	1%	**	5%	2%
TOTAL DISSATISFIED	23	23	-	1	**	**	**	**	**	19	**	**	**	9	**	7	5	**	10	13
	13%	13%	-%	1%	**	**	**	**	**	15%	**	**	**	8%	**	6%	6%	**	10%	17%
Don't know	2	2	-	-	**	**	**	**	**	2	**	**	**	1	**	2	1	**	1	1

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 102**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (BROADBAND PROVIDER)? Would you say you are...**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	253	75	28	81	69	7	77	125	28	37	9	74	72	49	38	175	67	13	19	41	106	
Effective Weighted Sample	162	63	13	59	54	6	72	119	26	35	9	64	44	36	23	110	49	6	17	32	72	
Total	173	42	28	63	41	21	70	55	15	20	5	49	52	20	36	126	38	15	10	26	74	
Base for % (Unweighted and weighted)	248	**	**	**	**	**	**	121	**	**	**	**	**	**	**	172	**	**	**	**	103	
	171	40	28	62	41	21	70	54	15	19	4	48	52	20	35	124	37	15	10	26	73	
Very satisfied	70	**	**	**	**	**	**	19	**	**	**	**	**	**	**	55	**	**	**	**	28	
	41%	**	**	**	**	**	**	36%	**	**	**	**	**	**	**	44%	**	**	**	**	39%	
Fairly satisfied	67	**	**	**	**	**	**	23	**	**	**	**	**	**	**	45	**	**	**	**	29	
	39%	**	**	**	**	**	**	43%	**	**	**	**	**	**	**	36%	**	**	**	**	40%	
TOTAL SATISFIED	137	**	**	**	**	**	**	42	**	**	**	**	**	**	**	100	**	**	**	**	58	
	80%	**	**	**	**	**	**	79%	**	**	**	**	**	**	**	80%	**	**	**	**	79%	
Neither	12	**	**	**	**	**	**	5	**	**	**	**	**	**	**	8	**	**	**	**	5	
	7%	**	**	**	**	**	**	9%	**	**	**	**	**	**	**	6%	**	**	**	**	6%	
Fairly dissatisfied	16	**	**	**	**	**	**	4	**	**	**	**	**	**	**	14	**	**	**	**	10	
	10%	**	**	**	**	**	**	8%	**	**	**	**	**	**	**	11%	**	**	**	**	14%	
Very dissatisfied	6	**	**	**	**	**	**	2	**	**	**	**	**	**	**	3	**	**	**	**	-	
	4%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	2%	**	**	**	**	-%	
TOTAL DISSATISFIED	23	**	**	**	**	**	**	6	**	**	**	**	**	**	**	17	**	**	**	**	10	
	13%	**	**	**	**	**	**	11%	**	**	**	**	**	**	**	14%	**	**	**	**	14%	
Don't know	2	**	**	**	**	**	**	2	**	**	**	**	**	**	**	1	**	**	**	**	1	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 103**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15b. And how satisfied are you with the RELIABILITY of your service from (BROADBAND PROVIDER)? Would you say you are...**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Base for % (Unweighted and weighted)	295	251	**	138	115	**	**	**	**	208	**	**	**	212	**	213	168	**	172	123
	211	172	38	95	78	37	8	47	55	155	7	49	58	152	36	152	110	75	122	89
Very satisfied	99	77	**	79	19	**	**	**	**	67	**	**	**	85	**	83	59	**	58	40
	47%	44%	**	83%	25%	**	**	**	**	43%	**	**	**	56%	**	55%	54%	**	48%	46%
				d																
Fairly satisfied	76	63	**	14	53	**	**	**	**	62	**	**	**	53	**	59	37	**	46	29
	36%	37%	**	15%	68%	**	**	**	**	40%	**	**	**	35%	**	39%	34%	**	38%	33%
				c																
TOTAL SATISFIED	174	140	**	94	72	**	**	**	**	129	**	**	**	138	**	142	96	**	105	70
	83%	81%	**	98%	92%	**	**	**	**	83%	**	**	**	91%	**	93%	87%	**	86%	79%
Neither	9	9	**	2	3	**	**	**	**	6	**	**	**	3	**	4	4	**	5	4
	4%	5%	**	2%	4%	**	**	**	**	4%	**	**	**	2%	**	3%	3%	**	4%	5%
Fairly dissatisfied	19	17	**	-	3	**	**	**	**	14	**	**	**	10	**	4	9	**	5	14
	9%	10%	**	-%	3%	**	**	**	**	9%	**	**	**	6%	**	3%	9%	**	4%	16%
																			r	
Very dissatisfied	8	7	**	-	-	**	**	**	**	6	**	**	**	1	**	1	1	**	7	1
	4%	4%	**	-%	-%	**	**	**	**	4%	**	**	**	1%	**	1%	1%	**	6%	1%
TOTAL DISSATISFIED	27	24	**	-	3	**	**	**	**	20	**	**	**	11	**	6	10	**	12	15
	13%	14%	**	-%	3%	**	**	**	**	13%	**	**	**	7%	**	4%	9%	**	10%	17%
Don't know	1	1	**	*	-	**	**	**	**	*	**	**	**	*	**	*	*	**	1	-

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 103**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15b. And how satisfied are you with the RELIABILITY of your service from (BROADBAND PROVIDER)? Would you say you are...**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Base for % (Unweighted and weighted)	295	**	**	**	**	**	**	140	**	**	**	**	**	**	**	201	**	**	**	**	114	
	211	51	32	82	46	25	91	62	19	24	5	54	60	30	48	151	42	21	21	30	80	
Very satisfied	99	**	**	**	**	**	**	31	**	**	**	**	**	**	**	71	**	**	**	**	38	
	47%	**	**	**	**	**	**	49%	**	**	**	**	**	**	**	47%	**	**	**	**	48%	
Fairly satisfied	76	**	**	**	**	**	**	23	**	**	**	**	**	**	**	52	**	**	**	**	23	
	36%	**	**	**	**	**	**	37%	**	**	**	**	**	**	**	35%	**	**	**	**	29%	
TOTAL SATISFIED	174	**	**	**	**	**	**	54	**	**	**	**	**	**	**	123	**	**	**	**	61	
	83%	**	**	**	**	**	**	86%	**	**	**	**	**	**	**	82%	**	**	**	**	76%	
Neither	9	**	**	**	**	**	**	3	**	**	**	**	**	**	**	9	**	**	**	**	6	
	4%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	6%	**	**	**	**	7%	
Fairly dissatisfied	19	**	**	**	**	**	**	5	**	**	**	**	**	**	**	17	**	**	**	**	10	
	9%	**	**	**	**	**	**	7%	**	**	**	**	**	**	**	11%	**	**	**	**	13%	
Very dissatisfied	8	**	**	**	**	**	**	1	**	**	**	**	**	**	**	2	**	**	**	**	3	
	4%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	1%	**	**	**	**	4%	
TOTAL DISSATISFIED	27	**	**	**	**	**	**	5	**	**	**	**	**	**	**	19	**	**	**	**	13	
	13%	**	**	**	**	**	**	9%	**	**	**	**	**	**	**	12%	**	**	**	**	17%	
Don't know	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	1	**	**	**	**	-	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 104**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15b. And how satisfied are you with the RELIABILITY of your service from (BROADBAND PROVIDER)? Would you say you are...**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED a	MOBILE ~b	VERY c	QUITE ~d	NOT ~e	LAST YEAR ~f	AGO ~g	EVER ~h	NEVER i	YES ~j	NO ~k	ACTIVE /OPEN ~l	NOT INT'TED m	YES ~n	NO o	UNDER £20 p	£20+ ~q	MALE r	FEMALE s
Significance Level: 95%																				
Unweighted total	253	253	-	120	98	33	14	63	77	176	8	69	69	182	42	183	139	75	143	110
Effective Weighted Sample	162	162	-	101	59	18	12	51	62	105	7	55	46	115	23	123	108	39	88	74
Total	173	173	-	75	66	31	8	42	50	123	7	43	49	123	29	124	88	60	97	76
Base for % (Unweighted and weighted)	251	251	-	119	**	**	**	**	**	175	**	**	**	181	**	182	138	**	141	110
	172	172	-	74	66	31	8	42	50	123	7	43	49	123	29	123	87	60	96	76
Very satisfied	77	77	-	60	**	**	**	**	**	46	**	**	**	66	**	65	47	**	44	32
	44%	44%	-%	80%	**	**	**	**	**	38%	**	**	**	54%	**	52%	54%	**	46%	42%
Fairly satisfied	63	63	-	13	**	**	**	**	**	52	**	**	**	43	**	50	29	**	38	25
	37%	37%	-%	18%	**	**	**	**	**	42%	**	**	**	35%	**	41%	33%	**	40%	33%
TOTAL SATISFIED	140	140	-	73	**	**	**	**	**	98	**	**	**	109	**	115	76	**	83	57
	81%	81%	-%	98%	**	**	**	**	**	80%	**	**	**	89%	**	93%	87%	**	86%	75%
Neither	9	9	-	2	**	**	**	**	**	6	**	**	**	3	**	4	3	**	5	4
	5%	5%	-%	2%	**	**	**	**	**	5%	**	**	**	3%	**	3%	4%	**	5%	5%
Fairly dissatisfied	17	17	-	-	**	**	**	**	**	13	**	**	**	10	**	4	7	**	3	14
	10%	10%	-%	-%	**	**	**	**	**	10%	**	**	**	8%	**	4%	9%	**	3%	18%
Very dissatisfied	7	7	-	-	**	**	**	**	**	6	**	**	**	*	**	*	*	**	6	1
	4%	4%	-%	-%	**	**	**	**	**	5%	**	**	**	*%	**	*%	1%	**	6%	1%
TOTAL DISSATISFIED	24	24	-	-	**	**	**	**	**	19	**	**	**	10	**	5	8	**	9	15
	14%	14%	-%	-%	**	**	**	**	**	15%	**	**	**	8%	**	4%	9%	**	9%	19%
Don't know	1	1	-	*	**	**	**	**	**	*	**	**	**	*	**	*	*	**	1	-

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 104**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15b. And how satisfied are you with the RELIABILITY of your service from (BROADBAND PROVIDER)? Would you say you are...**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	253	75	28	81	69	7	77	125	28	37	9	74	72	49	38	175	67	13	19	41	106	
Effective Weighted Sample	162	63	13	59	54	6	72	119	26	35	9	64	44	36	23	110	49	6	17	32	72	
Total	173	42	28	63	41	21	70	55	15	20	5	49	52	20	36	126	38	15	10	26	74	
Base for % (Unweighted and weighted)	251	**	**	**	**	**	**	123	**	**	**	**	**	**	**	173	**	**	**	**	106	
	172	41	28	63	41	21	70	54	15	20	5	48	51	20	36	125	38	15	10	26	74	
Very satisfied	77	**	**	**	**	**	**	28	**	**	**	**	**	**	**	56	**	**	**	**	36	
	44%	**	**	**	**	**	**	51%	**	**	**	**	**	**	**	45%	**	**	**	**	49%	
Fairly satisfied	63	**	**	**	**	**	**	19	**	**	**	**	**	**	**	45	**	**	**	**	20	
	37%	**	**	**	**	**	**	34%	**	**	**	**	**	**	**	36%	**	**	**	**	27%	
TOTAL SATISFIED	140	**	**	**	**	**	**	46	**	**	**	**	**	**	**	100	**	**	**	**	56	
	81%	**	**	**	**	**	**	85%	**	**	**	**	**	**	**	80%	**	**	**	**	76%	
Neither	9	**	**	**	**	**	**	3	**	**	**	**	**	**	**	8	**	**	**	**	5	
	5%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	6%	**	**	**	**	7%	
Fairly dissatisfied	17	**	**	**	**	**	**	5	**	**	**	**	**	**	**	16	**	**	**	**	9	
	10%	**	**	**	**	**	**	8%	**	**	**	**	**	**	**	12%	**	**	**	**	12%	
Very dissatisfied	7	**	**	**	**	**	**	*	**	**	**	**	**	**	**	1	**	**	**	**	3	
	4%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	1%	**	**	**	**	4%	
TOTAL DISSATISFIED	24	**	**	**	**	**	**	5	**	**	**	**	**	**	**	17	**	**	**	**	12	
	14%	**	**	**	**	**	**	9%	**	**	**	**	**	**	**	14%	**	**	**	**	17%	
Don't know	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	1	**	**	**	**	-	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 105**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15c. And how satisfied are you with the SPEED OF SERVICE while online (not just the connection)? Would you say you are...**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED a	MOBILE ~b	VERY c	QUITE d	NOT ~e	LAST YEAR ~f	AGO ~g	EVER ~h	NEVER i	YES ~j	NO ~k	ACTIVE /OPEN ~l	NOT INT'TED m	YES ~n	NO o	UNDER £20 p	£20+ ~q	MALE r	FEMALE s
Significance Level: 95%																				
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Base for % (Unweighted and weighted)	292	248	**	137	114	**	**	**	**	205	**	**	**	210	**	210	168	**	171	121
	209	171	38	95	78	37	8	47	55	154	7	49	58	151	36	151	110	75	121	88
Very satisfied	79	64	**	63	14	**	**	**	**	59	**	**	**	69	**	65	39	**	43	36
	38%	38%	**	66%	18%	**	**	**	**	39%	**	**	**	46%	**	43%	36%	**	35%	42%
Fairly satisfied	79	65	**	26	43	**	**	**	**	60	**	**	**	60	**	58	48	**	46	33
	38%	38%	**	27%	55%	**	**	**	**	39%	**	**	**	40%	**	39%	44%	**	38%	38%
TOTAL SATISFIED	158	129	**	88	57	**	**	**	**	120	**	**	**	129	**	124	87	**	89	70
	76%	76%	**	93%	73%	**	**	**	**	78%	**	**	**	85%	**	82%	79%	**	73%	79%
Neither	18	16	**	1	9	**	**	**	**	12	**	**	**	8	**	10	7	**	11	7
	9%	9%	**	1%	11%	**	**	**	**	8%	**	**	**	5%	**	6%	7%	**	9%	8%
Fairly dissatisfied	20	14	**	2	8	**	**	**	**	14	**	**	**	9	**	10	10	**	12	8
	10%	8%	**	2%	11%	**	**	**	**	9%	**	**	**	6%	**	7%	9%	**	10%	9%
Very dissatisfied	13	11	**	3	4	**	**	**	**	8	**	**	**	5	**	7	5	**	9	4
	6%	7%	**	3%	5%	**	**	**	**	5%	**	**	**	4%	**	5%	5%	**	8%	4%
TOTAL DISSATISFIED	33	26	**	5	12	**	**	**	**	22	**	**	**	14	**	17	15	**	21	11
	16%	15%	**	5%	15%	**	**	**	**	14%	**	**	**	9%	**	12%	14%	**	18%	13%
Don't know	3	3	**	1	*	**	**	**	**	2	**	**	**	2	**	2	*	**	2	1

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 105**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15c. And how satisfied are you with the SPEED OF SERVICE while online (not just the connection)? Would you say you are...**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Base for % (Unweighted and weighted)	292	**	**	**	**	**	**	139	**	**	**	**	**	**	**	200	**	**	**	**	114	
	209	50	32	81	46	25	91	62	19	23	4	54	59	30	48	150	41	21	20	30	80	
Very satisfied	79	**	**	**	**	**	**	20	**	**	**	**	**	**	**	60	**	**	**	**	29	
	38%	**	**	**	**	**	**	33%	**	**	**	**	**	**	**	40%	**	**	**	**	36%	
Fairly satisfied	79	**	**	**	**	**	**	21	**	**	**	**	**	**	**	56	**	**	**	**	29	
	38%	**	**	**	**	**	**	34%	**	**	**	**	**	**	**	37%	**	**	**	**	37%	
TOTAL SATISFIED	158	**	**	**	**	**	**	41	**	**	**	**	**	**	**	116	**	**	**	**	59	
	76%	**	**	**	**	**	**	67%	**	**	**	**	**	**	**	77%	**	**	**	**	73%	
Neither	18	**	**	**	**	**	**	7	**	**	**	**	**	**	**	13	**	**	**	**	10	
	9%	**	**	**	**	**	**	11%	**	**	**	**	**	**	**	9%	**	**	**	**	12%	
Fairly dissatisfied	20	**	**	**	**	**	**	8	**	**	**	**	**	**	**	15	**	**	**	**	8	
	10%	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	10%	**	**	**	**	10%	
Very dissatisfied	13	**	**	**	**	**	**	5	**	**	**	**	**	**	**	5	**	**	**	**	4	
	6%	**	**	**	**	**	**	9%	**	**	**	**	**	**	**	4%	**	**	**	**	5%	
TOTAL DISSATISFIED	33	**	**	**	**	**	**	13	**	**	**	**	**	**	**	21	**	**	**	**	12	
	16%	**	**	**	**	**	**	22%	**	**	**	**	**	**	**	14%	**	**	**	**	15%	
Don't know	3	**	**	**	**	**	**	1	**	**	**	**	**	**	**	2	**	**	**	**	-	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 106**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15c. And how satisfied are you with the SPEED OF SERVICE while online (not just the connection)? Would you say you are...**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED a	MOBILE ~b	VERY c	QUITE ~d	NOT ~e	LAST YEAR ~f	AGO ~g	EVER ~h	NEVER i	YES ~j	NO ~k	ACTIVE /OPEN ~l	NOT INT'TED m	YES ~n	NO o	UNDER £20 p	£20+ ~q	MALE r	FEMALE s
Significance Level: 95%																				
Unweighted total	253	253	-	120	98	33	14	63	77	176	8	69	69	182	42	183	139	75	143	110
Effective Weighted Sample	162	162	-	101	59	18	12	51	62	105	7	55	46	115	23	123	108	39	88	74
Total	173	173	-	75	66	31	8	42	50	123	7	43	49	123	29	124	88	60	97	76
Base for % (Unweighted and weighted)	248	248	-	118	**	**	**	**	**	172	**	**	**	179	**	179	138	**	140	108
	171	171	-	74	66	31	8	42	50	121	7	43	49	121	29	122	87	59	95	75
Very satisfied	64	64	-	49	**	**	**	**	**	45	**	**	**	54	**	54	31	**	35	30
	38%	38%	-%	66%	**	**	**	**	**	37%	**	**	**	45%	**	44%	36%	**	36%	40%
Fairly satisfied	65	65	-	19	**	**	**	**	**	47	**	**	**	49	**	46	39	**	36	29
	38%	38%	-%	25%	**	**	**	**	**	39%	**	**	**	41%	**	38%	45%	**	38%	38%
TOTAL SATISFIED	129	129	-	67	**	**	**	**	**	93	**	**	**	104	**	100	71	**	71	59
	76%	76%	-%	92%	**	**	**	**	**	77%	**	**	**	86%	**	82%	81%	**	74%	78%
Neither	16	16	-	1	**	**	**	**	**	11	**	**	**	6	**	8	5	**	9	6
	9%	9%	-%	2%	**	**	**	**	**	9%	**	**	**	5%	**	7%	6%	**	10%	8%
Fairly dissatisfied	14	14	-	2	**	**	**	**	**	11	**	**	**	7	**	8	6	**	7	7
	8%	8%	-%	3%	**	**	**	**	**	9%	**	**	**	6%	**	7%	7%	**	7%	10%
Very dissatisfied	11	11	-	3	**	**	**	**	**	7	**	**	**	4	**	6	5	**	8	3
	7%	7%	-%	3%	**	**	**	**	**	6%	**	**	**	4%	**	5%	5%	**	9%	4%
TOTAL DISSATISFIED	26	26	-	5	**	**	**	**	**	18	**	**	**	11	**	14	11	**	15	10
	15%	15%	-%	6%	**	**	**	**	**	15%	**	**	**	9%	**	12%	13%	**	16%	14%
Don't know	3	3	-	1	**	**	**	**	**	2	**	**	**	2	**	2	*	**	2	1

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 106**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15c. And how satisfied are you with the SPEED OF SERVICE while online (not just the connection)? Would you say you are...**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	253	75	28	81	69	7	77	125	28	37	9	74	72	49	38	175	67	13	19	41	106	
Effective Weighted Sample	162	63	13	59	54	6	72	119	26	35	9	64	44	36	23	110	49	6	17	32	72	
Total	173	42	28	63	41	21	70	55	15	20	5	49	52	20	36	126	38	15	10	26	74	
Base for % (Unweighted and weighted)	248	**	**	**	**	**	**	122	**	**	**	**	**	**	**	172	**	**	**	**	106	
	171	41	28	61	41	21	70	54	15	19	4	48	50	20	36	124	37	15	10	26	74	
Very satisfied	64	**	**	**	**	**	**	18	**	**	**	**	**	**	**	50	**	**	**	**	29	
	38%	**	**	**	**	**	**	34%	**	**	**	**	**	**	**	40%	**	**	**	**	39%	
Fairly satisfied	65	**	**	**	**	**	**	19	**	**	**	**	**	**	**	46	**	**	**	**	27	
	38%	**	**	**	**	**	**	36%	**	**	**	**	**	**	**	37%	**	**	**	**	37%	
TOTAL SATISFIED	129	**	**	**	**	**	**	38	**	**	**	**	**	**	**	96	**	**	**	**	56	
	76%	**	**	**	**	**	**	70%	**	**	**	**	**	**	**	77%	**	**	**	**	76%	
Neither	16	**	**	**	**	**	**	5	**	**	**	**	**	**	**	12	**	**	**	**	9	
	9%	**	**	**	**	**	**	10%	**	**	**	**	**	**	**	10%	**	**	**	**	12%	
Fairly dissatisfied	14	**	**	**	**	**	**	6	**	**	**	**	**	**	**	12	**	**	**	**	5	
	8%	**	**	**	**	**	**	12%	**	**	**	**	**	**	**	9%	**	**	**	**	6%	
Very dissatisfied	11	**	**	**	**	**	**	5	**	**	**	**	**	**	**	5	**	**	**	**	4	
	7%	**	**	**	**	**	**	9%	**	**	**	**	**	**	**	4%	**	**	**	**	5%	
TOTAL DISSATISFIED	26	**	**	**	**	**	**	11	**	**	**	**	**	**	**	16	**	**	**	**	9	
	15%	**	**	**	**	**	**	21%	**	**	**	**	**	**	**	13%	**	**	**	**	12%	
Don't know	3	**	**	**	**	**	**	1	**	**	**	**	**	**	**	2	**	**	**	**	-	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 107**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17. Have you or your household ever CHANGED your internet service provider? IF YES - When did you most recently change your internet service provider?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Yes - in the last 6 months	6	6	**	3	3	**	**	**	**	-	**	**	**	5	**	-	4	**	5	1
	3%	3%	**	3%	4%	**	**	**	**	-%	**	**	**	3%	**	-%	3%	**	4%	2%
Yes - 6-12 months ago	2	2	**	1	1	**	**	**	**	-	**	**	**	2	**	-	*	**	2	*
	1%	1%	**	1%	1%	**	**	**	**	-%	**	**	**	1%	**	-%	*%	**	2%	*%
Yes - 1-2 years ago	16	13	**	7	5	**	**	**	**	-	**	**	**	9	**	12	8	**	9	7
	8%	8%	**	7%	7%	**	**	**	**	-%	**	**	**	6%	**	8%	7%	**	8%	8%
Yes - 3-4 years ago	10	9	**	5	3	**	**	**	**	-	**	**	**	9	**	8	4	**	7	3
	5%	5%	**	5%	4%	**	**	**	**	-%	**	**	**	6%	**	5%	4%	**	5%	3%
Yes - more than 4 years ago	21	19	**	10	10	**	**	**	**	-	**	**	**	15	**	17	11	**	11	10
	10%	11%	**	10%	12%	**	**	**	**	-%	**	**	**	10%	**	11%	10%	**	9%	11%
No - never changed internet service provider	156	123	**	70	56	**	**	**	**	156	**	**	**	113	**	115	84	**	89	67
	74%	71%	**	73%	72%	**	**	**	**	100%	**	**	**	74%	**	75%	76%	**	72%	76%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 107**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17. Have you or your household ever CHANGED your internet service provider? IF YES - When did you most recently change your internet service provider?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

		BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Yes - in the last 6 months	6	**	**	**	**	**	**	2	**	**	**	**	**	**	**	6	**	**	**	**	4	
	3%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	4%	**	**	**	**	5%	
Yes - 6-12 months ago	2	**	**	**	**	**	**	1	**	**	**	**	**	**	**	2	**	**	**	**	1	
	1%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	1%	**	**	**	**	1%	
Yes - 1-2 years ago	16	**	**	**	**	**	**	4	**	**	**	**	**	**	**	15	**	**	**	**	5	
	8%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	10%	**	**	**	**	7%	
Yes - 3-4 years ago	10	**	**	**	**	**	**	3	**	**	**	**	**	**	**	9	**	**	**	**	4	
	5%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	6%	**	**	**	**	5%	
Yes - more than 4 years ago	21	**	**	**	**	**	**	12	**	**	**	**	**	**	**	16	**	**	**	**	8	
	10%	**	**	**	**	**	**	19%	**	**	**	**	**	**	**	11%	**	**	**	**	10%	
No - never changed internet service provider	156	**	**	**	**	**	**	41	**	**	**	**	**	**	**	104	**	**	**	**	57	
	74%	**	**	**	**	**	**	65%	**	**	**	**	**	**	**	69%	**	**	**	**	71%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 108**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQ17a. Did you make this change of provider for your home fixed/ mobile broadband service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the internet service you changed most recently**

Base : Those who have ever changed their internet service provider

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	88	77	11	42	35	11	15	73	88	-	8	80	23	64	13	57	46	27	52	36
Effective Weighted Sample	71	62	10	36	27	9	12	59	71	-	7	64	17	54	11	46	39	21	42	30
Total	56	50	6	26	22	8	8	47	56	-	7	49	15	40	7	38	27	19	34	22
Yes	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 108**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQ17a. Did you make this change of provider for your home fixed/ mobile broadband service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the internet service you changed most recently**

Base : Those who have ever changed their internet service provider

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	88	12	5	30	41	1	26	50	6	6	-	21	26	20	14	71	14	2	8	17	37	
Effective Weighted Sample	71	10	4	26	31	1	24	48	6	6	-	18	22	19	13	58	13	2	7	14	31	
Total	56	7	3	21	25	2	23	22	3	3	-	13	16	8	11	47	7	1	5	10	23	
Yes	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	
No	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 109**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQ17b. Could you have CHOSEN to stay with your previous supplier when you moved?**

Base : Those who have changed their internet service provider in the last 12 months at the same time as moving home

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	2	2	-	-	2	-	2	-	2	-	2	-	-	2	-	-	2	-	2	-
Effective Weighted Sample	2	2	-	-	2	-	2	-	2	-	2	-	-	2	-	-	2	-	2	-
Total	2	2	-	-	2	-	2	-	2	-	2	-	-	2	-	-	2	-	2	-
Yes	**	**	-	-	**	-	**	-	**	-	**	-	-	**	-	-	**	-	**	-
	**	**	-%	-%	**	-%	**	-%	**	-%	**	-%	-%	**	-%	-%	**	-%	**	-%
No	**	**	-	-	**	-	**	-	**	-	**	-	-	**	-	-	**	-	**	-
	**	**	-%	-%	**	-%	**	-%	**	-%	**	-%	-%	**	-%	-%	**	-%	**	-%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 109**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQI7b. Could you have CHOSEN to stay with your previous supplier when you moved?**

Base : Those who have changed their internet service provider in the last 12 months at the same time as moving home

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INACT- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q		~r	~s	~t
Unweighted total	2	-	-	2	-	-	1	1	-	-	-	-	-	1	1	2	-	-		1	-	1
Effective Weighted Sample	2	-	-	2	-	-	1	1	-	-	-	-	-	1	1	2	-	-		1	-	1
Total	2	-	-	2	-	-	1	1	-	-	-	-	-	1	1	2	-	-		1	-	1
Yes	**	-	-	**	-	-	**	**	-	-	-	-	-	**	**	**	-	-		**	-	**
	**	-%	-%	**	-%	-%	**	**	-%	-%	-%	-%	-%	**	**	**	-%	-%		**	-%	**
No	**	-	-	**	-	-	**	**	-	-	-	-	-	**	**	**	-	-		**	-	**
	**	-%	-%	**	-%	-%	**	**	-%	-%	-%	-%	-%	**	**	**	-%	-%		**	-%	**

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 110**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQ17c. Which provider did you use for your internet service before switching to (BROADBAND PROVIDER)?**

Base : Those who have changed their internet service provider in the last 12 months

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	15	14	1	7	8	-	15	-	15	-	2	13	2	12	-	-	6	5	12	3
Effective Weighted Sample	12	12	1	6	6	-	12	-	12	-	2	11	2	10	-	-	5	4	10	2
Total	8	8	*	4	4	-	8	-	8	-	2	7	1	7	-	-	4	3	7	2
Sky	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Talk Talk (Carphone Warehouse/ Tiscali)	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
BT (BT Total Broadband/ BT Yahoo/ BT Openworld)	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
O2	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Vodafone	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Other	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 110**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQ17c. Which provider did you use for your internet service before switching to (BROADBAND PROVIDER)?**

Base : Those who have changed their internet service provider in the last 12 months

		BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	15	-	-	5	10	-	6	8	1	1	-	2	4	7	1	13	1	-	2	1	7	
Effective Weighted Sample	12	-	-	4	8	-	5	8	1	1	-	2	3	7	1	11	1	-	2	1	6	
Total	8	-	-	3	5	-	5	3	*	*	-	1	2	3	1	7	*	-	1	*	5	
Sky	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
Talk Talk (Carphone Warehouse/ Tiscali)	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
BT (BT Total Broadband/ BT Yahoo/ BT Openworld)	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
O2	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
Vodafone	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
Other	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 111**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQ17d. Which one of these best describes how you switched from (PREVIOUS BROADBAND PROVIDER) to (BROADBAND PROVIDER) for your internet service?**

Base : Those who have changed their internet service provider in the last 12 months

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	15	14	1	7	8	-	15	-	15	-	2	13	2	12	-	-	6	5	12	3
Effective Weighted Sample	12	12	1	6	6	-	12	-	12	-	2	11	2	10	-	-	5	4	10	2
Total	8	8	*	4	4	-	8	-	8	-	2	7	1	7	-	-	4	3	7	2
I contacted my new provider to start the switch. My new provider then arranged the switch for me. I did not need a MAC/ switching code.	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
I got a MAC/ switching code from my old provider and gave this to my new provider. My new provider then arranged the switch for me.	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
I contacted my old provider to tell them I wanted to cancel. I contacted my new provider to tell them I wanted to start using them for the service. I did not need a MAC/ switching code.	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Don't know	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 111**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQ17d. Which one of these best describes how you switched from (PREVIOUS BROADBAND PROVIDER) to (BROADBAND PROVIDER) for your internet service?**

Base : Those who have changed their internet service provider in the last 12 months

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	15	-	-	5	10	-	6	8	1	1	-	2	4	7	1	13	1	-	2	1	7	
Effective Weighted Sample	12	-	-	4	8	-	5	8	1	1	-	2	3	7	1	11	1	-	2	1	6	
Total	8	-	-	3	5	-	5	3	*	*	-	1	2	3	1	7	*	-	1	*	5	
I contacted my new provider to start the switch. My new provider then arranged the switch for me. I did not need a MAC/ switching code.	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
I got a MAC/ switching code from my old provider and gave this to my new provider. My new provider then arranged the switch for me.	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
I contacted my old provider to tell them I wanted to cancel. I contacted my new provider to tell them I wanted to start using them for the service. I did not need a MAC/ switching code.	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
Don't know	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 112**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQI7da. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed their internet service provider in the last 12 months

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Significance Level: 95%																				
Unweighted total	15	14	1	7	8	-	15	-	15	-	2	13	2	12	-	-	6	5	12	3
Effective Weighted Sample	12	12	1	6	6	-	12	-	12	-	2	11	2	10	-	-	5	4	10	2
Total	8	8	*	4	4	-	8	-	8	-	2	7	1	7	-	-	4	3	7	2
Before I started considering using an alternative provider	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
While I was considering or comparing alternative providers	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
After I had spoken to my new provider and agreed to switch but not actually placed an order	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
After I had signed up or placed an order with my new provider	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Don't know	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 112**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQI7da. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed their internet service provider in the last 12 months

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	15	-	-	5	10	-	6	8	1	1	-	2	4	7	1	13	1	-	2	1	7	
Effective Weighted Sample	12	-	-	4	8	-	5	8	1	1	-	2	3	7	1	11	1	-	2	1	6	
Total	8	-	-	3	5	-	5	3	*	*	-	1	2	3	1	7	*	-	1	*	5	
Before I started considering using an alternative provider	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
While I was considering or comparing alternative providers	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
After I had spoken to my new provider and agreed to switch but not actually placed an order	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
After I had signed up or placed an order with my new provider	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
Don't know	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 113**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQI7db. And did you have to pay an early termination or cancellation charge to (PREVIOUS BROADBAND PROVIDER) in order to leave your contract with them?**

Base : Those who have changed their internet service provider in the last 12 months

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER		
							LONGER													
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	15	14	1	7	8	-	15	-	15	-	2	13	2	12	-	-	6	5	12	3
Effective Weighted Sample	12	12	1	6	6	-	12	-	12	-	2	11	2	10	-	-	5	4	10	2
Total	8	8	*	4	4	-	8	-	8	-	2	7	1	7	-	-	4	3	7	2
Yes	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
No	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Don't know	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 113**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQI7db. And did you have to pay an early termination or cancellation charge to (PREVIOUS BROADBAND PROVIDER) in order to leave your contract with them?**

Base : Those who have changed their internet service provider in the last 12 months

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	15	-	-	5	10	-	6	8	1	1	-	2	4	7	1	13	1	-	2	1	7	
Effective Weighted Sample	12	-	-	4	8	-	5	8	1	1	-	2	3	7	1	11	1	-	2	1	6	
Total	8	-	-	3	5	-	5	3	*	*	-	1	2	3	1	7	*	-	1	*	5	
Yes	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
No	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
Don't know	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 114**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQ17e. Did you receive any OTHER services from (PREVIOUS BROADBAND PROVIDER) as well as your internet service at the time you switched to (BROADBAND PROVIDER)? IF YES: Which other services did you receive from (PREVIOUS BROADBAND PROVIDER)?**

Base : Those who have changed their internet service provider in the last 12 months

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		~a	~b	~c	~d	~e	LAST YEAR ~f	AGO ~g	EVER ~h	NEVER ~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Significance Level: 95%																				
Unweighted total	15	14	1	7	8	-	15	-	15	-	2	13	2	12	-	-	6	5	12	3
Effective Weighted Sample	12	12	1	6	6	-	12	-	12	-	2	11	2	10	-	-	5	4	10	2
Total	8	8	*	4	4	-	8	-	8	-	2	7	1	7	-	-	4	3	7	2
No, did not receive any other services	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Landline phone service	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
TV service	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Don't know	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 114**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQ17e. Did you receive any OTHER services from (PREVIOUS BROADBAND PROVIDER) as well as your internet service at the time you switched to (BROADBAND PROVIDER)? IF YES: Which other services did you receive from (PREVIOUS BROADBAND PROVIDER)?**

Base : Those who have changed their internet service provider in the last 12 months

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	16-24 ~e	25-44 ~f	45-64 ~g	65-74 ~h	65+ ~i	75+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	URBAN ~o	RURAL ~p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ ~t	
Significance Level: 95%																						
Unweighted total	15	-	-	5	10	-	6	8	1	1	-	2	4	7	1	13	1	-	2	1	7	
Effective Weighted Sample	12	-	-	4	8	-	5	8	1	1	-	2	3	7	1	11	1	-	2	1	6	
Total	8	-	-	3	5	-	5	3	*	*	-	1	2	3	1	7	*	-	1	*	5	
No, did not receive any other services	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
Landline phone service	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
TV service	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
Don't know	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 115**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQ17f. You said you received (SERVICES AT NQ17E) from (PREVIOUS BROADBAND PROVIDER). Did you get these services as a package/ bundle or separate services?**

Base : Those who received other services from their previous internet service provider at the time they switched

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER		
							LONGER													
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	6	6	-	3	3	-	6	-	6	-	1	5	1	5	-	-	3	2	5	1
Effective Weighted Sample	5	5	-	3	2	-	5	-	5	-	1	4	1	4	-	-	3	2	4	1
Total	4	4	-	2	2	-	4	-	4	-	1	3	1	3	-	-	3	1	3	1
Fixed broadband service	**	**	-	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	-%	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Landline service	**	**	-	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	-%	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
TV service	**	**	-	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	-%	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
All separate services	**	**	-	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	-%	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 115**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQ17f. You said you received (SERVICES AT NQ17E) from (PREVIOUS BROADBAND PROVIDER). Did you get these services as a package/ bundle or separate services?**

Base : Those who received other services from their previous internet service provider at the time they switched

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	6	-	-	1	5	-	2	4	-	-	-	2	2	1	1	5	1	-	-	-	4	
Effective Weighted Sample	5	-	-	1	4	-	2	4	-	-	-	2	2	1	1	4	1	-	-	-	3	
Total	4	-	-	1	3	-	2	2	-	-	-	1	1	*	1	3	*	-	-	-	3	
Fixed broadband service	**	-	-	**	**	-	**	**	-	-	-	**	**	**	**	**	**	-	-	-	**	
	**	-%	-%	**	**	-%	**	**	-%	-%	-%	**	**	**	**	**	**	-%	-%	-%	**	
Landline service	**	-	-	**	**	-	**	**	-	-	-	**	**	**	**	**	**	-	-	-	**	
	**	-%	-%	**	**	-%	**	**	-%	-%	-%	**	**	**	**	**	**	-%	-%	-%	**	
TV service	**	-	-	**	**	-	**	**	-	-	-	**	**	**	**	**	**	-	-	-	**	
	**	-%	-%	**	**	-%	**	**	-%	-%	-%	**	**	**	**	**	**	-%	-%	-%	**	
All separate services	**	-	-	**	**	-	**	**	-	-	-	**	**	**	**	**	**	-	-	-	**	
	**	-%	-%	**	**	-%	**	**	-%	-%	-%	**	**	**	**	**	**	-%	-%	-%	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 116**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17a. And was your previous internet service...**

Base : Those who have changed their internet service provider in the last 12 months

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	15	14	1	7	8	-	15	-	15	-	2	13	2	12	-	-	6	5	12	3
Effective Weighted Sample	12	12	1	6	6	-	12	-	12	-	2	11	2	10	-	-	5	4	10	2
Total	8	8	*	4	4	-	8	-	8	-	2	7	1	7	-	-	4	3	7	2
Another fixed broadband service	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
A dial-up internet service	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Another mobile broadband service	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 116**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17a. And was your previous internet service...**

Base : Those who have changed their internet service provider in the last 12 months

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	15	-	-	5	10	-	6	8	1	1	-	2	4	7	1	13	1	-	2	1	7	
Effective Weighted Sample	12	-	-	4	8	-	5	8	1	1	-	2	3	7	1	11	1	-	2	1	6	
Total	8	-	-	3	5	-	5	3	*	*	-	1	2	3	1	7	*	-	1	*	5	
Another fixed broadband service	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
A dial-up internet service	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
Another mobile broadband service	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 117**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Very easy	77	60	**	46	20	**	**	**	**	47	**	**	**	57	**	55	45	**	48	29
	36%	35%	**	48%	25%	**	**	**	**	30%	**	**	**	38%	**	36%	41%	**	39%	33%
Fairly easy	77	62	**	33	33	**	**	**	**	60	**	**	**	55	**	58	44	**	39	38
	36%	36%	**	34%	42%	**	**	**	**	38%	**	**	**	36%	**	38%	40%	**	31%	43%
TOTAL EASY	154	123	**	79	52	**	**	**	**	107	**	**	**	113	**	114	89	**	86	67
	73%	71%	**	82%	67%	**	**	**	**	68%	**	**	**	74%	**	74%	80%	**	70%	76%
Fairly difficult	27	25	**	6	13	**	**	**	**	23	**	**	**	20	**	16	9	**	17	10
	13%	15%	**	7%	17%	**	**	**	**	15%	**	**	**	13%	**	10%	8%	**	14%	11%
Very difficult	19	16	**	5	8	**	**	**	**	14	**	**	**	11	**	13	8	**	12	7
	9%	9%	**	5%	10%	**	**	**	**	9%	**	**	**	7%	**	9%	7%	**	10%	8%
TOTAL DIFFICULT	46	41	**	11	21	**	**	**	**	38	**	**	**	31	**	29	17	**	29	16
	22%	24%	**	11%	27%	**	**	**	**	24%	**	**	**	21%	**	19%	16%	**	24%	18%
Don't know	13	9	**	6	5	**	**	**	**	11	**	**	**	9	**	10	5	**	7	5
	6%	5%	**	6%	6%	**	**	**	**	7%	**	**	**	6%	**	7%	4%	**	6%	6%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 117**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Very easy	77	**	**	**	**	**	**	24	**	**	**	**	**	**	**	57	**	**	**	**	27	
	36%	**	**	**	**	**	**	38%	**	**	**	**	**	**	**	37%	**	**	**	**	33%	
Fairly easy	77	**	**	**	**	**	**	25	**	**	**	**	**	**	**	54	**	**	**	**	35	
	36%	**	**	**	**	**	**	40%	**	**	**	**	**	**	**	36%	**	**	**	**	44%	
TOTAL EASY	154	**	**	**	**	**	**	49	**	**	**	**	**	**	**	110	**	**	**	**	61	
	73%	**	**	**	**	**	**	78%	**	**	**	**	**	**	**	73%	**	**	**	**	77%	
Fairly difficult	27	**	**	**	**	**	**	6	**	**	**	**	**	**	**	19	**	**	**	**	12	
	13%	**	**	**	**	**	**	9%	**	**	**	**	**	**	**	13%	**	**	**	**	16%	
Very difficult	19	**	**	**	**	**	**	4	**	**	**	**	**	**	**	11	**	**	**	**	3	
	9%	**	**	**	**	**	**	7%	**	**	**	**	**	**	**	7%	**	**	**	**	4%	
TOTAL DIFFICULT	46	**	**	**	**	**	**	10	**	**	**	**	**	**	**	31	**	**	**	**	16	
	22%	**	**	**	**	**	**	16%	**	**	**	**	**	**	**	20%	**	**	**	**	20%	
Don't know	13	**	**	**	**	**	**	4	**	**	**	**	**	**	**	10	**	**	**	**	3	
	6%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	7%	**	**	**	**	4%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 118**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed their internet service provider

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER		
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	~s
Unweighted total	209	176	33	97	80	30	-	-	-	209	-	-	59	149	37	157	123	61	122	87
Effective Weighted Sample	125	105	22	66	47	16	-	-	-	125	-	-	39	86	20	97	90	30	73	52
Total	156	123	33	70	56	29	-	-	-	156	-	-	43	113	28	115	84	56	89	67
Very easy	47	33	**	**	**	**	-	-	-	47	-	-	**	32	**	34	31	**	29	**
	30%	27%	**	**	**	**	-%	-%	-%	30%	-%	-%	**	28%	**	30%	36%	**	33%	**
Fairly easy	60	48	**	**	**	**	-	-	-	60	-	-	**	45	**	48	34	**	29	**
	38%	39%	**	**	**	**	-%	-%	-%	38%	-%	-%	**	40%	**	42%	40%	**	33%	**
TOTAL EASY	107	80	**	**	**	**	-	-	-	107	-	-	**	76	**	82	64	**	58	**
	68%	65%	**	**	**	**	-%	-%	-%	68%	-%	-%	**	68%	**	72%	77%	**	66%	**
Fairly difficult	23	22	**	**	**	**	-	-	-	23	-	-	**	19	**	14	8	**	15	**
	15%	18%	**	**	**	**	-%	-%	-%	15%	-%	-%	**	17%	**	12%	9%	**	17%	**
Very difficult	14	13	**	**	**	**	-	-	-	14	-	-	**	10	**	10	7	**	8	**
	9%	10%	**	**	**	**	-%	-%	-%	9%	-%	-%	**	9%	**	8%	9%	**	8%	**
TOTAL DIFFICULT	38	35	**	**	**	**	-	-	-	38	-	-	**	29	**	23	15	**	23	**
	24%	28%	**	**	**	**	-%	-%	-%	24%	-%	-%	**	26%	**	20%	18%	**	26%	**
Don't know	11	8	**	**	**	**	-	-	-	11	-	-	**	8	**	9	5	**	7	**
	7%	7%	**	**	**	**	-%	-%	-%	7%	-%	-%	**	7%	**	8%	6%	**	8%	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 118**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed their internet service provider

		BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	~t	
Unweighted total	209	73	30	69	37	7	68	92	30	39	9	58	57	44	35	132	62	18	20	28	77	
Effective Weighted Sample	125	57	14	44	31	6	60	85	28	37	9	48	34	20	21	75	45	9	10	21	50	
Total	156	44	29	61	22	23	68	41	16	20	5	41	45	22	36	104	35	19	16	20	57	
Very easy	47	**	**	**	**	**	**	**	**	**	**	**	**	**	**	31	**	**	**	**	**	
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	30%	**	**	**	**	**	
Fairly easy	60	**	**	**	**	**	**	**	**	**	**	**	**	**	**	40	**	**	**	**	**	
	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	39%	**	**	**	**	**	
TOTAL EASY	107	**	**	**	**	**	**	**	**	**	**	**	**	**	**	72	**	**	**	**	**	
	68%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	69%	**	**	**	**	**	
Fairly difficult	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	17	**	**	**	**	**	
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	16%	**	**	**	**	**	
Very difficult	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**	**	**	
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6%	**	**	**	**	**	
TOTAL DIFFICULT	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	23	**	**	**	**	**	
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	22%	**	**	**	**	**	
Don't know	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	9	**	**	**	**	**	
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	9%	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 119**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with fixed broadband access who have never changed their internet service provider

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	~r	~s
Unweighted total	176	176	-	80	68	26	-	-	-	176	-	-	51	124	30	133	102	50	98	78
Effective Weighted Sample	105	105	-	66	38	14	-	-	-	105	-	-	33	71	16	83	77	23	55	50
Total	123	123	-	50	47	26	-	-	-	123	-	-	37	86	23	89	66	42	67	56
Very easy	33	33	-	**	**	**	-	-	-	33	-	-	**	21	**	23	21	**	**	**
	27%	27%	-%	**	**	**	-%	-%	-%	27%	-%	-%	**	24%	**	26%	32%	**	**	**
Fairly easy	48	48	-	**	**	**	-	-	-	48	-	-	**	34	**	38	28	**	**	**
	39%	39%	-%	**	**	**	-%	-%	-%	39%	-%	-%	**	40%	**	43%	43%	**	**	**
TOTAL EASY	80	80	-	**	**	**	-	-	-	80	-	-	**	55	**	61	49	**	**	**
	65%	65%	-%	**	**	**	-%	-%	-%	65%	-%	-%	**	64%	**	69%	75%	**	**	**
Fairly difficult	22	22	-	**	**	**	-	-	-	22	-	-	**	17	**	13	7	**	**	**
	18%	18%	-%	**	**	**	-%	-%	-%	18%	-%	-%	**	20%	**	15%	11%	**	**	**
Very difficult	13	13	-	**	**	**	-	-	-	13	-	-	**	8	**	8	6	**	**	**
	10%	10%	-%	**	**	**	-%	-%	-%	10%	-%	-%	**	10%	**	9%	8%	**	**	**
TOTAL DIFFICULT	35	35	-	**	**	**	-	-	-	35	-	-	**	26	**	21	12	**	**	**
	28%	28%	-%	**	**	**	-%	-%	-%	28%	-%	-%	**	30%	**	24%	19%	**	**	**
Don't know	8	8	-	**	**	**	-	-	-	8	-	-	**	5	**	7	4	**	**	**
	7%	7%	-%	**	**	**	-%	-%	-%	7%	-%	-%	**	6%	**	7%	6%	**	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 119**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with fixed broadband access who have never changed their internet service provider

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	~t	
Unweighted total	176	64	24	56	32	6	53	82	24	33	9	53	49	34	27	115	53	12	12	26	71	
Effective Weighted Sample	105	54	11	38	27	5	50	77	23	31	9	46	28	23	15	66	38	6	11	20	45	
Total	123	36	25	44	19	19	49	36	13	17	5	36	38	14	27	84	31	14	6	17	52	
Very easy	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**	22	**	**	**	**	**	
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	27%	**	**	**	**	**	
Fairly easy	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**	32	**	**	**	**	**	
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	38%	**	**	**	**	**	
TOTAL EASY	80	**	**	**	**	**	**	**	**	**	**	**	**	**	**	55	**	**	**	**	**	
	65%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	65%	**	**	**	**	**	
Fairly difficult	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	16	**	**	**	**	**	
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	19%	**	**	**	**	**	
Very difficult	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**	**	**	
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	8%	**	**	**	**	**	
TOTAL DIFFICULT	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	23	**	**	**	**	**	
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	27%	**	**	**	**	**	
Don't know	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**	**	**	
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	8%	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 120**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Unweighted total	253	253	-	120	98	33	14	63	77	176	8	69	69	182	42	183	139	75	143	110
Effective Weighted Sample	162	162	-	101	59	18	12	51	62	105	7	55	46	115	23	123	108	39	88	74
Total	173	173	-	75	66	31	8	42	50	123	7	43	49	123	29	124	88	60	97	76
Very easy	60	60	-	35	**	**	**	**	**	33	**	**	**	45	**	43	33	**	36	24
	35%	35%	-%	47%	**	**	**	**	**	27%	**	**	**	36%	**	34%	37%	**	38%	32%
Fairly easy	62	62	-	27	**	**	**	**	**	48	**	**	**	45	**	48	36	**	31	31
	36%	36%	-%	36%	**	**	**	**	**	39%	**	**	**	36%	**	38%	41%	**	32%	41%
TOTAL EASY	123	123	-	62	**	**	**	**	**	80	**	**	**	89	**	90	69	**	68	55
	71%	71%	-%	83%	**	**	**	**	**	65%	**	**	**	73%	**	73%	79%	**	70%	72%
Fairly difficult	25	25	-	6	**	**	**	**	**	22	**	**	**	19	**	15	8	**	16	9
	15%	15%	-%	8%	**	**	**	**	**	18%	**	**	**	15%	**	12%	9%	**	17%	12%
Very difficult	16	16	-	3	**	**	**	**	**	13	**	**	**	9	**	11	7	**	9	7
	9%	9%	-%	4%	**	**	**	**	**	10%	**	**	**	7%	**	9%	7%	**	9%	9%
TOTAL DIFFICULT	41	41	-	9	**	**	**	**	**	35	**	**	**	27	**	26	15	**	25	16
	24%	24%	-%	12%	**	**	**	**	**	28%	**	**	**	22%	**	21%	17%	**	26%	21%
Don't know	9	9	-	4	**	**	**	**	**	8	**	**	**	6	**	8	4	**	4	5
	5%	5%	-%	5%	**	**	**	**	**	7%	**	**	**	5%	**	6%	4%	**	4%	7%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 120**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

		BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	253	75	28	81	69	7	77	125	28	37	9	74	72	49	38	175	67	13	19	41	106	
Effective Weighted Sample	162	63	13	59	54	6	72	119	26	35	9	64	44	36	23	110	49	6	17	32	72	
Total	173	42	28	63	41	21	70	55	15	20	5	49	52	20	36	126	38	15	10	26	74	
Very easy	60	**	**	**	**	**	**	19	**	**	**	**	**	**	**	45	**	**	**	**	24	
	35%	**	**	**	**	**	**	35%	**	**	**	**	**	**	**	36%	**	**	**	**	33%	
Fairly easy	62	**	**	**	**	**	**	23	**	**	**	**	**	**	**	44	**	**	**	**	31	
	36%	**	**	**	**	**	**	42%	**	**	**	**	**	**	**	35%	**	**	**	**	43%	
TOTAL EASY	123	**	**	**	**	**	**	42	**	**	**	**	**	**	**	89	**	**	**	**	56	
	71%	**	**	**	**	**	**	77%	**	**	**	**	**	**	**	71%	**	**	**	**	76%	
Fairly difficult	25	**	**	**	**	**	**	5	**	**	**	**	**	**	**	19	**	**	**	**	12	
	15%	**	**	**	**	**	**	10%	**	**	**	**	**	**	**	15%	**	**	**	**	16%	
Very difficult	16	**	**	**	**	**	**	4	**	**	**	**	**	**	**	10	**	**	**	**	3	
	9%	**	**	**	**	**	**	8%	**	**	**	**	**	**	**	8%	**	**	**	**	4%	
TOTAL DIFFICULT	41	**	**	**	**	**	**	10	**	**	**	**	**	**	**	29	**	**	**	**	15	
	24%	**	**	**	**	**	**	18%	**	**	**	**	**	**	**	23%	**	**	**	**	21%	
Don't know	9	**	**	**	**	**	**	3	**	**	**	**	**	**	**	8	**	**	**	**	3	
	5%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	6%	**	**	**	**	4%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 122**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17da. Thinking about when you switched your internet service, did you experience any difficulties with any of the following?**

Base : Those who have changed their internet service provider in the last 12 months

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Significance Level: 95%																				
Unweighted total	15	14	1	7	8	-	15	-	15	-	2	13	2	12	-	-	6	5	12	3
Effective Weighted Sample	12	12	1	6	6	-	12	-	12	-	2	11	2	10	-	-	5	4	10	2
Total	8	8	*	4	4	-	8	-	8	-	2	7	1	7	-	-	4	3	7	2
Technical issues getting the new service up and running	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Previous supplier kept trying to persuade us to stay	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Arranging for the old and new services to stop and start at the right time	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Temporary loss or disruption of your internet service during the switch	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Knowing what steps you needed to take to switch from one supplier to another	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Having to pay more than one company to provide a service, to make sure you didn't lose that service	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 122**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17da. Thinking about when you switched your internet service, did you experience any difficulties with any of the following?**

Base : Those who have changed their internet service provider in the last 12 months

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Significance Level: 95%																				
Unweighted total	15	14	1	7	8	-	15	-	15	-	2	13	2	12	-	-	6	5	12	3
Effective Weighted Sample	12	12	1	6	6	-	12	-	12	-	2	11	2	10	-	-	5	4	10	2
Total	8	8	*	4	4	-	8	-	8	-	2	7	1	7	-	-	4	3	7	2
Previous supplier kept sending bills for the cancelled service	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Keeping your phone number	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Comparing the different offers available for internet/ broadband services when looking to switch	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Difficult to get through to the previous supplier to cancel the service	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
Having to pay a cancellation or early termination charge to your previous supplier	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**
None of these/ did not experience any difficulties	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 122**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17da. Thinking about when you switched your internet service, did you experience any difficulties with any of the following?**

Base : Those who have changed their internet service provider in the last 12 months

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	16-24 ~e	25-44 ~f	45-64 ~g	65-74 ~h	65+ ~i	75+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	URBAN ~o	RURAL ~p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ ~t	
Significance Level: 95%																						
Unweighted total	15	-	-	5	10	-	6	8	1	1	-	2	4	7	1	13	1	-	2	1	7	
Effective Weighted Sample	12	-	-	4	8	-	5	8	1	1	-	2	3	7	1	11	1	-	2	1	6	
Total	8	-	-	3	5	-	5	3	*	*	-	1	2	3	1	7	*	-	1	*	5	
Technical issues getting the new service up and running	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
Previous supplier kept trying to persuade us to stay	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
Arranging for the old and new services to stop and start at the right time	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
Temporary loss or disruption of your internet service during the switch	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
Knowing what steps you needed to take to switch from one supplier to another	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
Having to pay more than one company to provide a service, to make sure you didn't lose that service	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 122**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17da. Thinking about when you switched your internet service, did you experience any difficulties with any of the following?**

Base : Those who have changed their internet service provider in the last 12 months

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	16-24 ~e	25-44 ~f	45-64 ~g	65-74 ~h	65+ ~i	75+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	URBAN ~o	RURAL ~p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ ~t	
Significance Level: 95%																						
Unweighted total	15	-	-	5	10	-	6	8	1	1	-	2	4	7	1	13	1	-	2	1	7	
Effective Weighted Sample	12	-	-	4	8	-	5	8	1	1	-	2	3	7	1	11	1	-	2	1	6	
Total	8	-	-	3	5	-	5	3	*	*	-	1	2	3	1	7	*	-	1	*	5	
Previous supplier kept sending bills for the cancelled service	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
Keeping your phone number	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
Comparing the different offers available for internet/ broadband services when looking to switch	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
Difficult to get through to the previous supplier to cancel the service	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
Having to pay a cancellation or early termination charge to your previous supplier	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	
None of these/ did not experience any difficulties	**	-	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	-%	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 123**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q18. What is your current thinking regarding changing the company that provides your home home fixed/ mobile broadband internet service? Are you...**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Actively looking for a new internet service provider at the moment	15 7%	12 7%	** **	1 1%	4 5%	** **	** **	** **	** **	13 8%	** **	** **	** **	- -%	** **	- -%	5 5%	** **	9 7%	6 7%
Open to the idea of a new internet service provider	43 20%	37 22%	** **	10 11%	21 27% c	** **	** **	** **	** **	30 19%	** **	** **	** **	- -%	** **	22 14%	25 22%	** **	27 22%	16 18%
Not interested in a new internet service provider	153 72%	123 71%	** **	85 88% d	53 67%	** **	** **	** **	** **	113 72%	** **	** **	** **	153 100%	** **	131 85%	80 72%	** **	86 70%	67 75%
Don't know	1 *%	1 1%	** **	- -%	1 1%	** **	** **	** **	** **	* *0%	** **	** **	** **	- -%	** **	* *0%	* *0%	** **	1 1%	- -%
Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s																				



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 123**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q18. What is your current thinking regarding changing the company that provides your home home fixed/ mobile broadband internet service? Are you...**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Actively looking for a new internet service provider at the moment	15	**	**	**	**	**	**	2	**	**	**	**	**	**	**	8	**	**	**	**	7	
	7%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	5%	**	**	**	**	8%	
Open to the idea of a new internet service provider	43	**	**	**	**	**	**	14	**	**	**	**	**	**	**	34	**	**	**	**	19	
	20%	**	**	**	**	**	**	23%	**	**	**	**	**	**	**	22%	**	**	**	**	24%	
Not interested in a new internet service provider	153	**	**	**	**	**	**	46	**	**	**	**	**	**	**	109	**	**	**	**	54	
	72%	**	**	**	**	**	**	73%	**	**	**	**	**	**	**	72%	**	**	**	**	68%	
Don't know	1	**	**	**	**	**	**	*	**	**	**	**	**	**	**	1	**	**	**	**	-	
	%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	1%	**	**	**	**	-%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 124**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19a. Have you considered changing home fixed/ mobile broadband internet service provider? IF YES - When did you most recently consider changing home fixed/ mobile broadband internet service provider?**

Base : Those who have not changed internet service provider in the last 12 months and who are not actively looking for a new internet service provider at the moment

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
							~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%		a	~b	c	d	~e														
Unweighted total	264	225	39	131	101	30	-	70	70	194	6	64	62	201	50	214	155	73	153	111
Effective Weighted Sample	167	144	25	92	62	16	-	57	57	116	6	51	43	124	28	139	116	38	98	69
Total	188	153	35	90	70	27	-	45	45	143	5	40	42	146	36	153	101	63	107	81
Yes - in the last 6 months	25	19	**	7	10	**	-	**	**	20	**	**	**	7	**	-	14	**	13	13
	13%	13%	**	8%	14%	**	~%	**	**	14%	**	**	**	5%	**	~%	13%	**	12%	15%
Yes - 6-12 months ago	10	10	**	3	2	**	-	**	**	8	**	**	**	9	**	-	6	**	4	6
	5%	7%	**	4%	2%	**	~%	**	**	6%	**	**	**	6%	**	~%	6%	**	4%	7%
Yes - 1-2 years ago	8	6	**	4	5	**	-	**	**	8	**	**	**	5	**	8	7	**	6	2
	4%	4%	**	4%	7%	**	~%	**	**	6%	**	**	**	3%	**	5%	7%	**	6%	3%
Yes - more than 4 years ago	1	1	**	*	1	**	-	**	**	-	**	**	**	1	**	1	1	**	*	1
	1%	1%	**	*%	1%	**	~%	**	**	~%	**	**	**	1%	**	1%	1%	**	*%	1%
No - never considered changing internet service provider	141	113	**	74	52	**	-	**	**	105	**	**	**	124	**	141	73	**	82	58
	75%	74%	**	82%	74%	**	~%	**	**	73%	**	**	**	85%	**	92%	72%	**	77%	72%
No - can't change, only one supplier in the area	3	3	**	1	1	**	-	**	**	2	**	**	**	1	**	3	1	**	1	1
	2%	2%	**	2%	1%	**	~%	**	**	1%	**	**	**	1%	**	2%	1%	**	1%	2%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 124**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19a. Have you considered changing home fixed/ mobile broadband internet service provider? IF YES - When did you most recently consider changing home fixed/ mobile broadband internet service provider?**

Base : Those who have not changed internet service provider in the last 12 months and who are not actively looking for a new internet service provider at the moment

		BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	~t	
Unweighted total	264	85	35	83	61	6	82	128	32	40	8	75	72	53	45	179	69	16	26	41	98	
Effective Weighted Sample	167	67	16	56	49	5	73	120	30	38	8	62	46	25	28	108	58	8	14	32	67	
Total	188	51	32	68	37	20	81	58	17	21	4	51	52	25	44	136	37	17	20	28	68	
Yes - in the last 6 months	25	**	**	**	**	**	**	9	**	**	**	**	**	**	**	19	**	**	**	**	**	
	13%	**	**	**	**	**	**	16%	**	**	**	**	**	**	**	14%	**	**	**	**	**	
Yes - 6-12 months ago	10	**	**	**	**	**	**	3	**	**	**	**	**	**	**	8	**	**	**	**	**	
	5%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	6%	**	**	**	**	**	
Yes - 1-2 years ago	8	**	**	**	**	**	**	1	**	**	**	**	**	**	**	7	**	**	**	**	**	
	4%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	5%	**	**	**	**	**	
Yes - more than 4 years ago	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	*	**	**	**	**	**	
	1%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	*%	**	**	**	**	**	
No - never considered changing internet service provider	141	**	**	**	**	**	**	43	**	**	**	**	**	**	**	100	**	**	**	**	**	
	75%	**	**	**	**	**	**	74%	**	**	**	**	**	**	**	73%	**	**	**	**	**	
No - can't change, only one supplier in the area	3	**	**	**	**	**	**	1	**	**	**	**	**	**	**	2	**	**	**	**	**	
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	1%	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 125**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19b. And did you actively START LOOKING for an alternative home fixed/ mobile broadband internet service provider?**

Base : Those who have considered changing their internet service provider in the last 12 months

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'ED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	50	42	8	15	22	13	-	13	13	37	-	13	33	17	50	-	33	13	31	19
Effective Weighted Sample	28	23	5	10	19	6	-	11	11	20	-	11	28	8	28	-	28	6	26	10
Total	36	29	6	11	12	13	-	7	7	28	-	7	20	15	36	-	19	13	17	19
Yes	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
No	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 125**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19b. And did you actively START LOOKING for an alternative home fixed/ mobile broadband internet service provider?**

Base : Those who have considered changing their internet service provider in the last 12 months

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	50	-	2	10	38	1	16	27	5	6	1	12	16	10	10	36	10	2	4	6	23	
Effective Weighted Sample	28	-	1	7	32	1	14	26	5	6	1	11	7	10	8	19	8	2	3	5	11	
Total	36	-	5	8	22	4	16	12	3	3	1	9	13	4	9	27	5	2	4	4	18	
Yes	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 126**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q110A. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different home fixed/ mobile broadband internet service provider?**

Base : Those who have considered changing their internet service provider in the last 12 months

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		~a	~b	~c	~d	~e	LAST YEAR	AGO	EVER	NEVER										
							~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Significance Level: 95%																				
Unweighted total	50	42	8	15	22	13	-	13	13	37	-	13	33	17	50	-	33	13	31	19
Effective Weighted Sample	28	23	5	10	19	6	-	11	11	20	-	11	28	8	28	-	28	6	26	10
Total	36	29	6	11	12	13	-	7	7	28	-	7	20	15	36	-	19	13	17	19
Too busy/ don't have time to research the options	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
No/ not enough difference between providers	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
Problems/ issues with current provider not sufficiently bad/ frequent to switch	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
Current provider improved their offer	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
Too big a risk that something will go wrong in the transition/ switch from one supplier to another	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 126**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10A. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different home fixed/ mobile broadband internet service provider?**

Base : Those who have considered changing their internet service provider in the last 12 months

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER					YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		~a	~b	~c	~d	~e	LAST YEAR	AGO	EVER	NEVER											
							~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	
Significance Level: 95%																					
Unweighted total	50	42	8	15	22	13	-	13	13	37	-	13	33	17	50	-	33	13	31	19	
Effective Weighted Sample	28	23	5	10	19	6	-	11	11	20	-	11	28	8	28	-	28	6	26	10	
Total	36	29	6	11	12	13	-	7	7	28	-	7	20	15	36	-	19	13	17	19	
Prefer to stay with trusted/known provider	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	
Too much hassle to set up the new service	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	
Tied to fixed length contract with my current provider	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	
Shopping around for a new provider is too much of a hassle or a chore	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	
It's too time consuming to go through the process of switching from one supplier to another	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**	
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**	

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 126**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10A. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different home fixed/ mobile broadband internet service provider?**

Base : Those who have considered changing their internet service provider in the last 12 months

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
							LONGER													
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	50	42	8	15	22	13	-	13	13	37	-	13	33	17	50	-	33	13	31	19
Effective Weighted Sample	28	23	5	10	19	6	-	11	11	20	-	11	28	8	28	-	28	6	26	10
Total	36	29	6	11	12	13	-	7	7	28	-	7	20	15	36	-	19	13	17	19
Happy/ satisfied/ content with my current supplier	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
Didn't want to get locked into a fixed contract with new provider	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
I don't want to change my email address	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
Information available confusing/ couldn't understand technical jargon	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
It's not clear what steps I would need to take to switch supplier	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
Don't live in a cabled street/ can't get cable broadband where I live	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
HASSLE	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 126**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q110A. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different home fixed/ mobile broadband internet service provider?**

Base : Those who have considered changing their internet service provider in the last 12 months

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	50	42	8	15	22	13	-	13	13	37	-	13	33	17	50	-	33	13	31	19
Effective Weighted Sample	28	23	5	10	19	6	-	11	11	20	-	11	28	8	28	-	28	6	26	10
Total	36	29	6	11	12	13	-	7	7	28	-	7	20	15	36	-	19	13	17	19
NO COST BENEFIT	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
NO BENEFIT/ INCENTIVE	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
TERMS AND CONDITIONS	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
PROVIDER SATISFACTION	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
RISK	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
STAY WITH TRUSTED PROVIDER	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
CLARITY OF INFORMATION	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
SERVICE AVAILABILITY	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
Don't know	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 126**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10A. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different home fixed/ mobile broadband internet service provider?**

Base : Those who have considered changing their internet service provider in the last 12 months

		BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	50	-	2	10	38	1	16	27	5	6	1	12	16	10	10	36	10	2	4	6	23	
Effective Weighted Sample	28	-	1	7	32	1	14	26	5	6	1	11	7	10	8	19	8	2	3	5	11	
Total	36	-	5	8	22	4	16	12	3	3	1	9	13	4	9	27	5	2	4	4	18	
Too busy/ don't have time to research the options	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No/ not enough difference between providers	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Problems/ issues with current provider not sufficiently bad/ frequent to switch	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Current provider improved their offer	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Too big a risk that something will go wrong in the transition/ switch from one supplier to another	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 126**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10A. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different home fixed/ mobile broadband internet service provider?**

Base : Those who have considered changing their internet service provider in the last 12 months

		BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	50	-	2	10	38	1	16	27	5	6	1	12	16	10	10	36	10	2	4	6	23	
Effective Weighted Sample	28	-	1	7	32	1	14	26	5	6	1	11	7	10	8	19	8	2	3	5	11	
Total	36	-	5	8	22	4	16	12	3	3	1	9	13	4	9	27	5	2	4	4	18	
Prefer to stay with trusted/known provider	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Too much hassle to set up the new service	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Tied to fixed length contract with my current provider	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Shopping around for a new provider is too much of a hassle or a chore	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
It's too time consuming to go through the process of switching from one supplier to another	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 126**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10A. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different home fixed/ mobile broadband internet service provider?**

Base : Those who have considered changing their internet service provider in the last 12 months

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	50	-	2	10	38	1	16	27	5	6	1	12	16	10	10	36	10	2	4	6	23	
Effective Weighted Sample	28	-	1	7	32	1	14	26	5	6	1	11	7	10	8	19	8	2	3	5	11	
Total	36	-	5	8	22	4	16	12	3	3	1	9	13	4	9	27	5	2	4	4	18	
Happy/ satisfied/ content with my current supplier	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Didn't want to get locked into a fixed contract with new provider	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I don't want to change my email address	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Information available confusing/ couldn't understand technical jargon	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
It's not clear what steps I would need to take to switch supplier	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't live in a cabled street/ can't get cable broadband where I live	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
HASSLE	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 126**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q110A. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different home fixed/ mobile broadband internet service provider?**

Base : Those who have considered changing their internet service provider in the last 12 months

		BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	50	-	2	10	38	1	16	27	5	6	1	12	16	10	10	36	10	2	4	6	23	
Effective Weighted Sample	28	-	1	7	32	1	14	26	5	6	1	11	7	10	8	19	8	2	3	5	11	
Total	36	-	5	8	22	4	16	12	3	3	1	9	13	4	9	27	5	2	4	4	18	
NO COST BENEFIT	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
NO BENEFIT/ INCENTIVE	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TERMS AND CONDITIONS	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
PROVIDER SATISFACTION	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
RISK	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
STAY WITH TRUSTED PROVIDER	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
CLARITY OF INFORMATION	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SERVICE AVAILABILITY	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 127**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q110b. Did you - or someone else in your household - contact your internet service provider to tell them you wanted to stop using their service?**

Base : Those who have considered changing their internet service provider in the last 12 months

	MAIN BROADBAND		BROADBAND SUPPLIER			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
			SATISFACTION		SPEND												GENDER			
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	50	42	8	15	22	13	-	13	13	37	-	13	33	17	50	-	33	13	31	19
Effective Weighted Sample	28	23	5	10	19	6	-	11	11	20	-	11	28	8	28	-	28	6	26	10
Total	36	29	6	11	12	13	-	7	7	28	-	7	20	15	36	-	19	13	17	19
Yes	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
No	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 127**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q110b. Did you - or someone else in your household - contact your internet service provider to tell them you wanted to stop using their service?**

Base : Those who have considered changing their internet service provider in the last 12 months

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	50	-	2	10	38	1	16	27	5	6	1	12	16	10	10	36	10	2	4	6	23	
Effective Weighted Sample	28	-	1	7	32	1	14	26	5	6	1	11	7	10	8	19	8	2	3	5	11	
Total	36	-	5	8	22	4	16	12	3	3	1	9	13	4	9	27	5	2	4	4	18	
Yes	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 128**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q110c. Did you - or someone else in your household - contact a potential new internet service provider to tell them you wanted to start using their service?**

Base : Those who have considered changing their internet service provider in the last 12 months

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER		
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	50	42	8	15	22	13	-	13	13	37	-	13	33	17	50	-	33	13	31	19
Effective Weighted Sample	28	23	5	10	19	6	-	11	11	20	-	11	28	8	28	-	28	6	26	10
Total	36	29	6	11	12	13	-	7	7	28	-	7	20	15	36	-	19	13	17	19
Yes	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
No	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
Don't know	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 128**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q110c. Did you - or someone else in your household - contact a potential new internet service provider to tell them you wanted to start using their service?**

Base : Those who have considered changing their internet service provider in the last 12 months

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	50	-	2	10	38	1	16	27	5	6	1	12	16	10	10	36	10	2	4	6	23	
Effective Weighted Sample	28	-	1	7	32	1	14	26	5	6	1	11	7	10	8	19	8	2	3	5	11	
Total	36	-	5	8	22	4	16	12	3	3	1	9	13	4	9	27	5	2	4	4	18	
Yes	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 129**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q110ca. Which one of these describes your situation now in terms of your internet service?**

Base : Those who have considered changing their internet service provider in the last 12 months

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	50	42	8	15	22	13	-	13	13	37	-	13	33	17	50	-	33	13	31	19
Effective Weighted Sample	28	23	5	10	19	6	-	11	11	20	-	11	28	8	28	-	28	6	26	10
Total	36	29	6	11	12	13	-	7	7	28	-	7	20	15	36	-	19	13	17	19
I am still considering switching providers	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
I have decided to stay with my current provider	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**
Don't know	**	**	**	**	**	**	-	**	**	**	-	**	**	**	**	-	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	-%	**	**	**	**	-%	**	**	**	**

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 129**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q110ca. Which one of these describes your situation now in terms of your internet service?**

Base : Those who have considered changing their internet service provider in the last 12 months

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	50	-	2	10	38	1	16	27	5	6	1	12	16	10	10	36	10	2	4	6	23	
Effective Weighted Sample	28	-	1	7	32	1	14	26	5	6	1	11	7	10	8	19	8	2	3	5	11	
Total	36	-	5	8	22	4	16	12	3	3	1	9	13	4	9	27	5	2	4	4	18	
I am still considering switching providers	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I have decided to stay with my current provider	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 130**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**INTERNET - SUMMARY OF BEHAVIOUR**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
CHANGED PROVIDER IN LAST 12 MONTHS	8	8	**	4	4	**	**	**	**	-	**	**	**	7	**	-	4	**	7	2
	4%	5%	**	4%	5%	**	**	**	**	-%	**	**	**	4%	**	-%	4%	**	5%	2%
ACTIVELY LOOKING AT THE MOMENT	15	12	**	1	4	**	**	**	**	13	**	**	**	-	**	-	5	**	9	6
	7%	7%	**	1%	5%	**	**	**	**	8%	**	**	**	-%	**	-%	5%	**	7%	7%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	19	16	**	8	6	**	**	**	**	13	**	**	**	10	**	-	12	**	10	9
	9%	9%	**	8%	8%	**	**	**	**	9%	**	**	**	6%	**	-%	11%	**	8%	10%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	17	14	**	3	6	**	**	**	**	15	**	**	**	6	**	-	7	**	7	10
	8%	8%	**	3%	7%	**	**	**	**	10%	**	**	**	4%	**	-%	6%	**	6%	11%
NONE OF THESE	153	124	**	80	59	**	**	**	**	115	**	**	**	131	**	153	82	**	90	63
	72%	71%	**	83%	75%	**	**	**	**	74%	**	**	**	86%	**	100%	74%	**	73%	71%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 130**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**INTERNET - SUMMARY OF BEHAVIOUR**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
CHANGED PROVIDER IN LAST 12 MONTHS	8	**	**	**	**	**	**	3	**	**	**	**	**	**	**	7	**	**	**	**	5	
	4%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	5%	**	**	**	**	6%	
ACTIVELY LOOKING AT THE MOMENT	15	**	**	**	**	**	**	2	**	**	**	**	**	**	**	8	**	**	**	**	7	
	7%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	5%	**	**	**	**	8%	
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	19	**	**	**	**	**	**	8	**	**	**	**	**	**	**	14	**	**	**	**	7	
	9%	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	9%	**	**	**	**	9%	
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	17	**	**	**	**	**	**	4	**	**	**	**	**	**	**	13	**	**	**	**	11	
	8%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	9%	**	**	**	**	13%	
NONE OF THESE	153	**	**	**	**	**	**	45	**	**	**	**	**	**	**	109	**	**	**	**	50	
	72%	**	**	**	**	**	**	72%	**	**	**	**	**	**	**	72%	**	**	**	**	63%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 131**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**INTERNET - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
CHANGED PROVIDER IN LAST 12 MONTHS	7	6	**	4	2	**	**	**	**	-	**	**	**	5	**	-	2	**	5	2
	3%	4%	**	4%	3%	**	**	**	**	-%	**	**	**	3%	**	-%	2%	**	4%	2%
ACTIVELY LOOKING AT THE MOMENT	15	12	**	1	4	**	**	**	**	13	**	**	**	-	**	-	5	**	9	6
	7%	7%	**	1%	5%	**	**	**	**	8%	**	**	**	-%	**	-%	5%	**	7%	7%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	19	16	**	8	6	**	**	**	**	13	**	**	**	10	**	-	12	**	10	9
	9%	9%	**	8%	8%	**	**	**	**	9%	**	**	**	6%	**	-%	11%	**	8%	10%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	17	14	**	3	6	**	**	**	**	15	**	**	**	6	**	-	7	**	7	10
	8%	8%	**	3%	7%	**	**	**	**	10%	**	**	**	4%	**	-%	6%	**	6%	11%
NONE OF THESE	155	126	**	80	60	**	**	**	**	115	**	**	**	132	**	153	84	**	92	63
	73%	72%	**	83%	77%	**	**	**	**	74%	**	**	**	87%	**	100%	76%	**	75%	71%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 131**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**INTERNET - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
CHANGED PROVIDER IN LAST 12 MONTHS	7	**	**	**	**	**	**	3	**	**	**	**	**	**	**	6	**	**	**	**	4	
	3%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	4%	**	**	**	**	5%	
ACTIVELY LOOKING AT THE MOMENT	15	**	**	**	**	**	**	2	**	**	**	**	**	**	**	8	**	**	**	**	7	
	7%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	5%	**	**	**	**	8%	
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	19	**	**	**	**	**	**	8	**	**	**	**	**	**	**	14	**	**	**	**	7	
	9%	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	9%	**	**	**	**	9%	
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	17	**	**	**	**	**	**	4	**	**	**	**	**	**	**	13	**	**	**	**	11	
	8%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	9%	**	**	**	**	13%	
NONE OF THESE	155	**	**	**	**	**	**	46	**	**	**	**	**	**	**	110	**	**	**	**	51	
	73%	**	**	**	**	**	**	73%	**	**	**	**	**	**	**	73%	**	**	**	**	64%	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 132**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**INTERNET - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
SWITCHED IN LAST 12 MONTHS	7	6	**	4	2	**	**	**	**	-	**	**	**	5	**	-	2	**	5	2
	3%	4%	**	4%	3%	**	**	**	**	-%	**	**	**	3%	**	-%	2%	**	4%	2%
SWITCHED 1-2 YEARS AGO	15	12	**	6	5	**	**	**	**	-	**	**	**	8	**	11	8	**	9	6
	7%	7%	**	6%	7%	**	**	**	**	-%	**	**	**	6%	**	7%	7%	**	8%	7%
STILL CONSIDERING SWITCHING/ ACTIVELY LOOKING	30	24	**	7	10	**	**	**	**	28	**	**	**	4	**	-	12	**	17	14
	14%	14%	**	7%	13%	**	**	**	**	18%	**	**	**	3%	**	-%	11%	**	14%	15%
STAYING WITH CURRENT PROVIDER - DROPPED OUT OF PROCESS	3	3	**	1	1	**	**	**	**	3	**	**	**	3	**	-	3	**	2	1
	1%	2%	**	1%	2%	**	**	**	**	2%	**	**	**	2%	**	-%	2%	**	1%	1%
STAYING WITH CURRENT PROVIDER - NOT STARTED PROCESS	13	12	**	4	3	**	**	**	**	10	**	**	**	9	**	-	8	**	5	8
	6%	7%	**	4%	4%	**	**	**	**	6%	**	**	**	6%	**	-%	7%	**	4%	9%
NEITHER SWITCHED NOR CONSIDERED	143	116	**	74	56	**	**	**	**	115	**	**	**	124	**	141	78	**	85	58
	68%	67%	**	77%	72%	**	**	**	**	74%	**	**	**	81%	**	93%	71%	**	69%	65%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 132**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**INTERNET - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

		BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
SWITCHED IN LAST 12 MONTHS	7	**	**	**	**	**	**	3	**	**	**	**	**	**	**	6	**	**	**	**	4	
	3%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	4%	**	**	**	**	5%	
SWITCHED 1-2 YEARS AGO	15	**	**	**	**	**	**	4	**	**	**	**	**	**	**	14	**	**	**	**	4	
	7%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	9%	**	**	**	**	5%	
STILL CONSIDERING SWITCHING/ ACTIVELY LOOKING	30	**	**	**	**	**	**	9	**	**	**	**	**	**	**	19	**	**	**	**	13	
	14%	**	**	**	**	**	**	14%	**	**	**	**	**	**	**	12%	**	**	**	**	16%	
STAYING WITH CURRENT PROVIDER - DROPPED OUT OF PROCESS	3	**	**	**	**	**	**	2	**	**	**	**	**	**	**	2	**	**	**	**	2	
	1%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	2%	**	**	**	**	2%	
STAYING WITH CURRENT PROVIDER - NOT STARTED PROCESS	13	**	**	**	**	**	**	3	**	**	**	**	**	**	**	11	**	**	**	**	9	
	6%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	7%	**	**	**	**	12%	
NEITHER SWITCHED NOR CONSIDERED	143	**	**	**	**	**	**	43	**	**	**	**	**	**	**	100	**	**	**	**	47	
	68%	**	**	**	**	**	**	68%	**	**	**	**	**	**	**	66%	**	**	**	**	59%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 133**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**INTERNET - SUMMARY OF BEHAVIOUR**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	~d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	253	253	-	120	98	33	14	63	77	176	8	69	69	182	42	183	139	75	143	110
Effective Weighted Sample	162	162	-	101	59	18	12	51	62	105	7	55	46	115	23	123	108	39	88	74
Total	173	173	-	75	66	31	8	42	50	123	7	43	49	123	29	124	88	60	97	76
CHANGED PROVIDER IN LAST 12 MONTHS	8	8	-	4	**	**	**	**	**	-	**	**	**	6	**	-	4	**	7	1
	5%	5%	-%	6%	**	**	**	**	**	-%	**	**	**	5%	**	-%	4%	**	7%	2%
ACTIVELY LOOKING AT THE MOMENT	12	12	-	1	**	**	**	**	**	11	**	**	**	-	**	-	4	**	6	6
	7%	7%	-%	2%	**	**	**	**	**	9%	**	**	**	-%	**	-%	5%	**	6%	8%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	16	16	-	5	**	**	**	**	**	10	**	**	**	7	**	-	11	**	9	6
	9%	9%	-%	7%	**	**	**	**	**	8%	**	**	**	6%	**	-%	13%	**	9%	8%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	14	14	-	2	**	**	**	**	**	13	**	**	**	5	**	-	5	**	5	9
	8%	8%	-%	3%	**	**	**	**	**	10%	**	**	**	4%	**	-%	5%	**	5%	12%
NONE OF THESE	124	124	-	62	**	**	**	**	**	89	**	**	**	104	**	124	64	**	70	54
	71%	71%	-%	83%	**	**	**	**	**	72%	**	**	**	85%	**	100%	73%	**	72%	70%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 133**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**INTERNET - SUMMARY OF BEHAVIOUR**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	253	75	28	81	69	7	77	125	28	37	9	74	72	49	38	175	67	13	19	41	106	
Effective Weighted Sample	162	63	13	59	54	6	72	119	26	35	9	64	44	36	23	110	49	6	17	32	72	
Total	173	42	28	63	41	21	70	55	15	20	5	49	52	20	36	126	38	15	10	26	74	
CHANGED PROVIDER IN LAST 12 MONTHS	8	**	**	**	**	**	**	3	**	**	**	**	**	**	**	7	**	**	**	**	5	
	5%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	6%	**	**	**	**	7%	
ACTIVELY LOOKING AT THE MOMENT	12	**	**	**	**	**	**	2	**	**	**	**	**	**	**	6	**	**	**	**	6	
	7%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	4%	**	**	**	**	8%	
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	16	**	**	**	**	**	**	7	**	**	**	**	**	**	**	12	**	**	**	**	6	
	9%	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	9%	**	**	**	**	9%	
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	14	**	**	**	**	**	**	4	**	**	**	**	**	**	**	12	**	**	**	**	10	
	8%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	9%	**	**	**	**	13%	
NONE OF THESE	124	**	**	**	**	**	**	39	**	**	**	**	**	**	**	90	**	**	**	**	47	
	71%	**	**	**	**	**	**	70%	**	**	**	**	**	**	**	72%	**	**	**	**	63%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 134**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**INTERNET - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	~d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	253	253	-	120	98	33	14	63	77	176	8	69	69	182	42	183	139	75	143	110
Effective Weighted Sample	162	162	-	101	59	18	12	51	62	105	7	55	46	115	23	123	108	39	88	74
Total	173	173	-	75	66	31	8	42	50	123	7	43	49	123	29	124	88	60	97	76
CHANGED PROVIDER IN LAST 12 MONTHS	6	6	-	4	**	**	**	**	**	-	**	**	**	4	**	-	2	**	5	1
	4%	4%	-%	6%	**	**	**	**	**	-%	**	**	**	4%	**	-%	2%	**	5%	2%
ACTIVELY LOOKING AT THE MOMENT	12	12	-	1	**	**	**	**	**	11	**	**	**	-	**	-	4	**	6	6
	7%	7%	-%	2%	**	**	**	**	**	9%	**	**	**	-%	**	-%	5%	**	6%	8%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	16	16	-	5	**	**	**	**	**	10	**	**	**	7	**	-	11	**	9	6
	9%	9%	-%	7%	**	**	**	**	**	8%	**	**	**	6%	**	-%	13%	**	9%	8%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	14	14	-	2	**	**	**	**	**	13	**	**	**	5	**	-	5	**	5	9
	8%	8%	-%	3%	**	**	**	**	**	10%	**	**	**	4%	**	-%	5%	**	5%	12%
NONE OF THESE	126	126	-	62	**	**	**	**	**	89	**	**	**	106	**	124	66	**	72	54
	72%	72%	-%	83%	**	**	**	**	**	72%	**	**	**	86%	**	100%	75%	**	74%	70%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 134**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**INTERNET - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	253	75	28	81	69	7	77	125	28	37	9	74	72	49	38	175	67	13	19	41	106	
Effective Weighted Sample	162	63	13	59	54	6	72	119	26	35	9	64	44	36	23	110	49	6	17	32	72	
Total	173	42	28	63	41	21	70	55	15	20	5	49	52	20	36	126	38	15	10	26	74	
CHANGED PROVIDER IN LAST 12 MONTHS	6	**	**	**	**	**	**	3	**	**	**	**	**	**	**	5	**	**	**	**	4	
	4%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	4%	**	**	**	**	5%	
ACTIVELY LOOKING AT THE MOMENT	12	**	**	**	**	**	**	2	**	**	**	**	**	**	**	6	**	**	**	**	6	
	7%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	4%	**	**	**	**	8%	
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	16	**	**	**	**	**	**	7	**	**	**	**	**	**	**	12	**	**	**	**	6	
	9%	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	9%	**	**	**	**	9%	
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	14	**	**	**	**	**	**	4	**	**	**	**	**	**	**	12	**	**	**	**	10	
	8%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	9%	**	**	**	**	13%	
NONE OF THESE	126	**	**	**	**	**	**	39	**	**	**	**	**	**	**	92	**	**	**	**	48	
	72%	**	**	**	**	**	**	71%	**	**	**	**	**	**	**	73%	**	**	**	**	65%	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 135**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**INTERNET - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Unweighted total	253	253	-	120	98	33	14	63	77	176	8	69	69	182	42	183	139	75	143	110
Effective Weighted Sample	162	162	-	101	59	18	12	51	62	105	7	55	46	115	23	123	108	39	88	74
Total	173	173	-	75	66	31	8	42	50	123	7	43	49	123	29	124	88	60	97	76
SWITCHED IN LAST 12 MONTHS	6	6	-	4	**	**	**	**	**	-	**	**	**	4	**	-	2	**	5	1
	4%	4%	-%	6%	**	**	**	**	**	-%	**	**	**	4%	**	-%	2%	**	5%	2%
SWITCHED 1-2 YEARS AGO	12	12	-	6	**	**	**	**	**	-	**	**	**	7	**	10	5	**	7	5
	7%	7%	-%	8%	**	**	**	**	**	-%	**	**	**	6%	**	8%	6%	**	7%	7%
STILL CONSIDERING SWITCHING/ ACTIVELY LOOKING	24	24	-	4	**	**	**	**	**	22	**	**	**	2	**	-	10	**	13	11
	14%	14%	-%	5%	**	**	**	**	**	18%	**	**	**	2%	**	-%	12%	**	13%	15%
STAYING WITH CURRENT PROVIDER - DROPPED OUT OF PROCESS	3	3	-	1	**	**	**	**	**	3	**	**	**	3	**	-	3	**	2	1
	2%	2%	-%	1%	**	**	**	**	**	2%	**	**	**	2%	**	-%	3%	**	2%	2%
STAYING WITH CURRENT PROVIDER - NOT STARTED PROCESS	12	12	-	3	**	**	**	**	**	9	**	**	**	8	**	-	6	**	4	7
	7%	7%	-%	5%	**	**	**	**	**	8%	**	**	**	6%	**	-%	7%	**	4%	10%
NEITHER SWITCHED NOR CONSIDERED	116	116	-	56	**	**	**	**	**	89	**	**	**	99	**	114	61	**	66	49
	67%	67%	-%	75%	**	**	**	**	**	72%	**	**	**	80%	**	92%	70%	**	68%	65%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 135**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**INTERNET - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

		BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	253	75	28	81	69	7	77	125	28	37	9	74	72	49	38	175	67	13	19	41	106	
Effective Weighted Sample	162	63	13	59	54	6	72	119	26	35	9	64	44	36	23	110	49	6	17	32	72	
Total	173	42	28	63	41	21	70	55	15	20	5	49	52	20	36	126	38	15	10	26	74	
SWITCHED IN LAST 12 MONTHS	6	**	**	**	**	**	**	3	**	**	**	**	**	**	**	5	**	**	**	**	4	
	4%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	4%	**	**	**	**	5%	
SWITCHED 1-2 YEARS AGO	12	**	**	**	**	**	**	3	**	**	**	**	**	**	**	10	**	**	**	**	4	
	7%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	8%	**	**	**	**	5%	
STILL CONSIDERING SWITCHING/ ACTIVELY LOOKING	24	**	**	**	**	**	**	8	**	**	**	**	**	**	**	15	**	**	**	**	11	
	14%	**	**	**	**	**	**	15%	**	**	**	**	**	**	**	12%	**	**	**	**	15%	
STAYING WITH CURRENT PROVIDER - DROPPED OUT OF PROCESS	3	**	**	**	**	**	**	2	**	**	**	**	**	**	**	2	**	**	**	**	2	
	2%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	2%	**	**	**	**	3%	
STAYING WITH CURRENT PROVIDER - NOT STARTED PROCESS	12	**	**	**	**	**	**	2	**	**	**	**	**	**	**	10	**	**	**	**	9	
	7%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	8%	**	**	**	**	12%	
NEITHER SWITCHED NOR CONSIDERED	116	**	**	**	**	**	**	37	**	**	**	**	**	**	**	83	**	**	**	**	44	
	67%	**	**	**	**	**	**	68%	**	**	**	**	**	**	**	66%	**	**	**	**	60%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 136**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q18. In the last two years have you seen a better deal with a different home fixed/ mobile broadband internet service provider and asked your current supplier to match this? IF YES Which of the following best describes what happened?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Yes - and my current supplier matched the deal	8 4%	7 4%	** **	4 4%	3 4%	** **	** **	** **	** **	5 3%	** **	** **	** **	6 4%	** **	3 2%	6 6%	** **	3 3%	5 6%
Yes - and my current supplier almost matched the deal	1 1%	1 1%	** **	- -%	* *%	** **	** **	** **	** **	1 1%	** **	** **	** **	- -%	** **	* *%	1 1%	** **	1 1%	* *%
Yes - but my current supplier failed to match the deal	3 1%	3 2%	** **	- -%	2 3%	** **	** **	** **	** **	2 1%	** **	** **	** **	1 1%	** **	1 1%	2 2%	** **	1 1%	2 2%
Yes - but my current supplier would not negotiate	1 1%	1 *%	** **	1 1%	- -%	** **	** **	** **	** **	1 1%	** **	** **	** **	* *%	** **	1 1%	* *%	** **	1 1%	* *%
No - I have not asked my current supplier to match another deal in the last year	196 93%	159 92%	** **	90 94%	72 92%	** **	** **	** **	** **	145 93%	** **	** **	** **	144 95%	** **	146 95%	100 90%	** **	116 95%	80 90%
Don't know	2 1%	2 1%	** **	1 1%	1 1%	** **	** **	** **	** **	2 1%	** **	** **	** **	1 1%	** **	2 1%	* *%	** **	1 1%	1 1%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 136**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q18. In the last two years have you seen a better deal with a different home fixed/ mobile broadband internet service provider and asked your current supplier to match this? IF YES Which of the following best describes what happened?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	16-24 ~e	25-44 ~f	45-64 g	65-74 ~h	65+ ~i	75+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	URBAN o	RURAL ~p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ t	
Significance Level: 95%																						
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Yes - and my current supplier matched the deal	8 4%	** **	** **	** **	** **	** **	** **	4 6%	** **	** **	** **	** **	** **	** **	** **	7 5%	** **	** **	** **	** **	** 2%	
Yes - and my current supplier almost matched the deal	1 1%	** **	** **	** **	** **	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	** **	** **	- -%	
Yes - but my current supplier failed to match the deal	3 1%	** **	** **	** **	** **	** **	** **	1 2%	** **	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	** **	** **	* 1%	
Yes - but my current supplier would not negotiate	1 1%	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	** **	** **	- -%	
No - I have not asked my current supplier to match another deal in the last year	196 93%	** **	** **	** **	** **	** **	** **	57 90%	** **	** **	** **	** **	** **	** **	** **	140 92%	** **	** **	** **	** **	77 97%	
Don't know	2 1%	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	** **	** **	* 1%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 137**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (BROADBAND PROVIDER)? They are the best provider on the market. Do you...**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Agree strongly	44	32	**	36	8	**	**	**	**	34	**	**	**	43	**	40	20	**	25	19
	21%	18%	**	38%	10%	**	**	**	**	22%	**	**	**	28%	**	26%	19%	**	21%	21%
				d																
Agree slightly	46	39	**	23	18	**	**	**	**	33	**	**	**	37	**	39	21	**	32	14
	22%	23%	**	24%	23%	**	**	**	**	21%	**	**	**	24%	**	25%	19%	**	26%	15%
TOTAL AGREE	90	71	**	59	26	**	**	**	**	67	**	**	**	80	**	79	42	**	58	32
	43%	41%	**	61%	33%	**	**	**	**	43%	**	**	**	52%	**	52%	38%	**	47%	37%
				d																
Neither	76	63	**	32	33	**	**	**	**	55	**	**	**	52	**	55	51	**	39	37
	36%	36%	**	33%	42%	**	**	**	**	35%	**	**	**	34%	**	36%	47%	**	32%	42%
Disagree slightly	21	19	**	3	11	**	**	**	**	14	**	**	**	7	**	9	9	**	11	10
	10%	11%	**	4%	14%	**	**	**	**	9%	**	**	**	5%	**	6%	8%	**	9%	11%
				c																
Disagree strongly	17	14	**	-	4	**	**	**	**	14	**	**	**	8	**	4	5	**	10	7
	8%	8%	**	-%	5%	**	**	**	**	9%	**	**	**	5%	**	3%	4%	**	8%	8%
				c																
TOTAL DISAGREE	37	33	**	3	15	**	**	**	**	28	**	**	**	15	**	13	14	**	20	17
	18%	19%	**	4%	19%	**	**	**	**	18%	**	**	**	10%	**	9%	13%	**	17%	19%
				c																
Don't know	8	7	**	2	5	**	**	**	**	6	**	**	**	6	**	5	3	**	5	2
	4%	4%	**	2%	6%	**	**	**	**	4%	**	**	**	4%	**	4%	3%	**	4%	3%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 137**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (BROADBAND PROVIDER)? They are the best provider on the market. Do you...**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

		BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Agree strongly	44	**	**	**	**	**	**	13	**	**	**	**	**	**	**	31	**	**	**	**	14	
	21%	**	**	**	**	**	**	21%	**	**	**	**	**	**	**	20%	**	**	**	**	18%	
Agree slightly	46	**	**	**	**	**	**	10	**	**	**	**	**	**	**	34	**	**	**	**	16	
	22%	**	**	**	**	**	**	16%	**	**	**	**	**	**	**	22%	**	**	**	**	20%	
TOTAL AGREE	90	**	**	**	**	**	**	24	**	**	**	**	**	**	**	64	**	**	**	**	30	
	43%	**	**	**	**	**	**	37%	**	**	**	**	**	**	**	42%	**	**	**	**	38%	
Neither	76	**	**	**	**	**	**	29	**	**	**	**	**	**	**	57	**	**	**	**	32	
	36%	**	**	**	**	**	**	46%	**	**	**	**	**	**	**	37%	**	**	**	**	40%	
Disagree slightly	21	**	**	**	**	**	**	6	**	**	**	**	**	**	**	14	**	**	**	**	9	
	10%	**	**	**	**	**	**	9%	**	**	**	**	**	**	**	9%	**	**	**	**	12%	
Disagree strongly	17	**	**	**	**	**	**	2	**	**	**	**	**	**	**	11	**	**	**	**	6	
	8%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	7%	**	**	**	**	8%	
TOTAL DISAGREE	37	**	**	**	**	**	**	8	**	**	**	**	**	**	**	25	**	**	**	**	16	
	18%	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	16%	**	**	**	**	20%	
Don't know	8	**	**	**	**	**	**	3	**	**	**	**	**	**	**	6	**	**	**	**	2	
	4%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	4%	**	**	**	**	2%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 138**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q121. If you were looking for advice or information on ways of connecting to the internet, where would you turn to for trusted information?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Internet in general	113	100	**	50	48	**	**	**	**	81	**	**	**	83	**	84	62	**	68	46
	54%	58%	**	52%	61%	**	**	**	**	52%	**	**	**	55%	**	55%	56%	**	55%	52%
Friends	31	30	**	9	10	**	**	**	**	26	**	**	**	20	**	20	15	**	17	14
	15%	17%	**	9%	13%	**	**	**	**	17%	**	**	**	13%	**	13%	13%	**	14%	15%
Family members	21	18	**	11	9	**	**	**	**	17	**	**	**	14	**	16	10	**	11	10
	10%	10%	**	11%	12%	**	**	**	**	11%	**	**	**	9%	**	10%	9%	**	9%	12%
Cost comparison websites	21	17	**	7	9	**	**	**	**	14	**	**	**	9	**	11	15	**	12	9
	10%	10%	**	8%	11%	**	**	**	**	9%	**	**	**	6%	**	7%	14%	**	10%	10%
Visit shop/ store selling technology/ device	16	5	**	10	4	**	**	**	**	14	**	**	**	12	**	10	4	**	6	10
	7%	3%	**	10%	5%	**	**	**	**	9%	**	**	**	8%	**	7%	3%	**	5%	12%
Websites of suppliers/ service providers	12	10	**	7	3	**	**	**	**	8	**	**	**	7	**	8	5	**	7	5
	6%	6%	**	7%	4%	**	**	**	**	5%	**	**	**	5%	**	5%	4%	**	6%	5%
Magazines/ newspapers	9	6	**	5	4	**	**	**	**	7	**	**	**	7	**	7	5	**	6	3
	4%	4%	**	5%	5%	**	**	**	**	5%	**	**	**	5%	**	4%	5%	**	5%	4%
Supplier already using for this service	9	8	**	2	4	**	**	**	**	5	**	**	**	3	**	5	3	**	5	4
	4%	5%	**	2%	5%	**	**	**	**	3%	**	**	**	2%	**	3%	3%	**	4%	5%
Colleagues	9	9	**	3	1	**	**	**	**	8	**	**	**	8	**	4	4	**	3	6
	4%	5%	**	3%	2%	**	**	**	**	5%	**	**	**	5%	**	2%	3%	**	2%	7%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 138**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q121. If you were looking for advice or information on ways of connecting to the internet, where would you turn to for trusted information?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
TV/ radio programmes/ advertising	3	2	**	-	2	**	**	**	**	3	**	**	**	1	**	1	1	**	1	2
	2%	1%	**	-%	2%	**	**	**	**	2%	**	**	**	*%	**	1%	1%	**	1%	2%
Another supplier not already using	2	1	**	-	2	**	**	**	**	1	**	**	**	1	**	1	1	**	1	1
	1%	1%	**	-%	2%	**	**	**	**	*%	**	**	**	*%	**	*%	1%	**	*%	1%
Government body/ regulator	1	1	**	-	-	**	**	**	**	1	**	**	**	-	**	-	-	**	1	-
	*%	1%	**	-%	-%	**	**	**	**	1%	**	**	**	-%	**	-%	-%	**	1%	-%
Leaflets in stores/ post	1	1	**	1	-	**	**	**	**	1	**	**	**	1	**	1	-	**	-	1
	*%	*%	**	1%	-%	**	**	**	**	1%	**	**	**	1%	**	1%	-%	**	-%	1%
Other	1	1	**	-	-	**	**	**	**	1	**	**	**	-	**	-	-	**	-	1
	*%	*%	**	-%	-%	**	**	**	**	*%	**	**	**	-%	**	-%	-%	**	-%	1%
ONLINE (EXCLUDING SUPPLIER WEBSITES)	129	112	**	55	54	**	**	**	**	91	**	**	**	90	**	93	74	**	77	52
	61%	65%	**	57%	69%	**	**	**	**	58%	**	**	**	59%	**	61%	67%	**	63%	59%
RELATIVES/ FRIENDS	42	38	**	15	15	**	**	**	**	36	**	**	**	29	**	30	18	**	24	18
	20%	22%	**	16%	19%	**	**	**	**	23%	**	**	**	19%	**	20%	16%	**	19%	21%
SUPPLIERS	37	25	**	19	13	**	**	**	**	27	**	**	**	22	**	23	12	**	18	19
	18%	14%	**	20%	16%	**	**	**	**	17%	**	**	**	14%	**	15%	11%	**	14%	22%
MEDIA/ ADVERTISING	11	7	**	5	4	**	**	**	**	9	**	**	**	8	**	7	6	**	7	4
	5%	4%	**	5%	5%	**	**	**	**	6%	**	**	**	5%	**	5%	5%	**	5%	5%
GOVERNMENT BODY	1	1	**	-	-	**	**	**	**	1	**	**	**	-	**	-	-	**	1	-
	*%	1%	**	-%	-%	**	**	**	**	1%	**	**	**	-%	**	-%	-%	**	1%	-%
LITERATURE	1	1	**	1	-	**	**	**	**	1	**	**	**	1	**	1	-	**	-	1
	*%	*%	**	1%	-%	**	**	**	**	1%	**	**	**	1%	**	1%	-%	**	-%	1%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 138**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q121. If you were looking for advice or information on ways of connecting to the internet, where would you turn to for trusted information?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
							LAST YEAR	AGO	EVER	NEVER										
Significance Level: 95%		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Would not look for information/ advice	1	1	**	-	-	**	**	**	**	1	**	**	**	1	**	1	-	**	-	1
	*%	*%	**	-%	-%	**	**	**	**	*%	**	**	**	*%	**	*%	-%	**	-%	1%
Don't know	16	11	**	8	5	**	**	**	**	14	**	**	**	14	**	14	13	**	10	6
	7%	6%	**	8%	7%	**	**	**	**	9%	**	**	**	9%	**	9%	12%	**	8%	6%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 138**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q121. If you were looking for advice or information on ways of connecting to the internet, where would you turn to for trusted information?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Internet in general	113	**	**	**	**	**	**	36	**	**	**	**	**	**	**	76	**	**	**	**	48	
	54%	**	**	**	**	**	**	56%	**	**	**	**	**	**	**	50%	**	**	**	**	60%	
Friends	31	**	**	**	**	**	**	9	**	**	**	**	**	**	**	26	**	**	**	**	17	
	15%	**	**	**	**	**	**	14%	**	**	**	**	**	**	**	17%	**	**	**	**	22%	
Family members	21	**	**	**	**	**	**	8	**	**	**	**	**	**	**	16	**	**	**	**	8	
	10%	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	11%	**	**	**	**	10%	
Cost comparison websites	21	**	**	**	**	**	**	7	**	**	**	**	**	**	**	17	**	**	**	**	5	
	10%	**	**	**	**	**	**	12%	**	**	**	**	**	**	**	11%	**	**	**	**	6%	
Visit shop/ store selling technology/ device	16	**	**	**	**	**	**	2	**	**	**	**	**	**	**	13	**	**	**	**	2	
	7%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	9%	**	**	**	**	2%	
Websites of suppliers/ service providers	12	**	**	**	**	**	**	3	**	**	**	**	**	**	**	9	**	**	**	**	6	
	6%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	6%	**	**	**	**	8%	
Magazines/ newspapers	9	**	**	**	**	**	**	3	**	**	**	**	**	**	**	7	**	**	**	**	3	
	4%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	5%	**	**	**	**	4%	
Supplier already using for this service	9	**	**	**	**	**	**	3	**	**	**	**	**	**	**	8	**	**	**	**	5	
	4%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	5%	**	**	**	**	6%	
Colleagues	9	**	**	**	**	**	**	2	**	**	**	**	**	**	**	8	**	**	**	**	6	
	4%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	5%	**	**	**	**	8%	
TV/ radio programmes/ advertising	3	**	**	**	**	**	**	*	**	**	**	**	**	**	**	2	**	**	**	**	*	
	2%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	1%	**	**	**	**	%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 138**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q121. If you were looking for advice or information on ways of connecting to the internet, where would you turn to for trusted information?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	16-24 ~e	25-44 ~f	45-64 g	65-74 ~h	65+ ~i	75+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	URBAN o	RURAL ~p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ t	
Significance Level: 95%																						
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Another supplier not already using	2	**	**	**	**	**	**	2	**	**	**	**	**	**	**	2	**	**	**	**	-	
	1%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	1%	**	**	**	**	-%	
Government body/ regulator	1	**	**	**	**	**	**	-	**	**	**	**	**	**	**	1	**	**	**	**	1	
	*%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	1%	**	**	**	**	1%	
Leaflets in stores/ post	1	**	**	**	**	**	**	-	**	**	**	**	**	**	**	1	**	**	**	**	-	
	*%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	1%	**	**	**	**	-%	
Other	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	1	**	**	**	**	-	
	*%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	*%	**	**	**	**	-%	
ONLINE (EXCLUDING SUPPLIER WEBSITES)	129	**	**	**	**	**	**	41	**	**	**	**	**	**	**	89	**	**	**	**	52	
	61%	**	**	**	**	**	**	65%	**	**	**	**	**	**	**	59%	**	**	**	**	65%	
RELATIVES/ FRIENDS	42	**	**	**	**	**	**	12	**	**	**	**	**	**	**	34	**	**	**	**	20	
	20%	**	**	**	**	**	**	20%	**	**	**	**	**	**	**	23%	**	**	**	**	25%	
SUPPLIERS	37	**	**	**	**	**	**	9	**	**	**	**	**	**	**	31	**	**	**	**	12	
	18%	**	**	**	**	**	**	14%	**	**	**	**	**	**	**	20%	**	**	**	**	16%	
MEDIA/ ADVERTISING	11	**	**	**	**	**	**	3	**	**	**	**	**	**	**	7	**	**	**	**	3	
	5%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	5%	**	**	**	**	4%	
GOVERNMENT BODY	1	**	**	**	**	**	**	-	**	**	**	**	**	**	**	1	**	**	**	**	1	
	*%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	1%	**	**	**	**	1%	
LITERATURE	1	**	**	**	**	**	**	-	**	**	**	**	**	**	**	1	**	**	**	**	-	
	*%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	1%	**	**	**	**	-%	
Would not look for information/ advice	1	**	**	**	**	**	**	-	**	**	**	**	**	**	**	-	**	**	**	**	-	
	*%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	-%	**	**	**	**	-%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 138**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q121. If you were looking for advice or information on ways of connecting to the internet, where would you turn to for trusted information?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Don't know	16	**	**	**	**	**	**	6	**	**	**	**	**	**	**	9	**	**	**	**	3	
	7%	**	**	**	**	**	**	9%	**	**	**	**	**	**	**	6%	**	**	**	**	4%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 139**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q122. How easy or difficult do you think it is to make COST comparisons between different home internet service providers?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Very easy	60	43	**	40	14	**	**	**	**	44	**	**	**	50	**	48	31	**	37	23
	29%	25%	**	42%	18%	**	**	**	**	28%	**	**	**	33%	**	32%	28%	**	30%	26%
				d																
Fairly easy	93	82	**	38	39	**	**	**	**	73	**	**	**	69	**	66	49	**	50	44
	44%	47%	**	40%	50%	**	**	**	**	47%	**	**	**	45%	**	43%	45%	**	40%	49%
TOTAL EASY	154	125	**	78	53	**	**	**	**	117	**	**	**	119	**	114	80	**	87	67
	73%	72%	**	82%	68%	**	**	**	**	75%	**	**	**	78%	**	75%	73%	**	71%	75%
				d																
Fairly difficult	31	28	**	8	13	**	**	**	**	22	**	**	**	14	**	19	16	**	22	9
	15%	16%	**	9%	17%	**	**	**	**	14%	**	**	**	9%	**	12%	15%	**	18%	10%
Very difficult	12	9	**	3	6	**	**	**	**	6	**	**	**	10	**	8	6	**	6	6
	6%	5%	**	3%	8%	**	**	**	**	4%	**	**	**	6%	**	5%	5%	**	5%	7%
TOTAL DIFFICULT	43	37	**	11	19	**	**	**	**	28	**	**	**	23	**	27	22	**	28	15
	20%	21%	**	11%	24%	**	**	**	**	18%	**	**	**	15%	**	18%	20%	**	23%	17%
				c																
Don't know	15	12	**	7	6	**	**	**	**	11	**	**	**	10	**	12	8	**	8	7
	7%	7%	**	7%	8%	**	**	**	**	7%	**	**	**	7%	**	8%	7%	**	7%	8%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 139**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q122. How easy or difficult do you think it is to make COST comparisons between different home internet service providers?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

		BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Very easy	60	**	**	**	**	**	**	23	**	**	**	**	**	**	**	42	**	**	**	**	24	
	29%	**	**	**	**	**	**	36%	**	**	**	**	**	**	**	28%	**	**	**	**	30%	
Fairly easy	93	**	**	**	**	**	**	23	**	**	**	**	**	**	**	77	**	**	**	**	40	
	44%	**	**	**	**	**	**	37%	**	**	**	**	**	**	**	51%	**	**	**	**	50%	
TOTAL EASY	154	**	**	**	**	**	**	46	**	**	**	**	**	**	**	119	**	**	**	**	64	
	73%	**	**	**	**	**	**	72%	**	**	**	**	**	**	**	78%	**	**	**	**	80%	
Fairly difficult	31	**	**	**	**	**	**	8	**	**	**	**	**	**	**	18	**	**	**	**	8	
	15%	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	12%	**	**	**	**	10%	
Very difficult	12	**	**	**	**	**	**	5	**	**	**	**	**	**	**	6	**	**	**	**	4	
	6%	**	**	**	**	**	**	7%	**	**	**	**	**	**	**	4%	**	**	**	**	5%	
TOTAL DIFFICULT	43	**	**	**	**	**	**	13	**	**	**	**	**	**	**	24	**	**	**	**	13	
	20%	**	**	**	**	**	**	20%	**	**	**	**	**	**	**	16%	**	**	**	**	16%	
Don't know	15	**	**	**	**	**	**	5	**	**	**	**	**	**	**	9	**	**	**	**	3	
	7%	**	**	**	**	**	**	7%	**	**	**	**	**	**	**	6%	**	**	**	**	4%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 140**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q122. How easy or difficult do you think it is to make COST comparisons between different home internet service providers?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Base for % (Unweighted and weighted)	272	233	**	128	105	**	**	**	**	190	**	**	**	195	**	194	156	**	160	112
	197	161	35	89	72	35	8	43	51	145	6	46	54	143	34	141	103	71	115	82
Very easy	60	43	**	40	14	**	**	**	**	44	**	**	**	50	**	48	31	**	37	23
	31%	27%	**	45%	20%	**	**	**	**	30%	**	**	**	35%	**	34%	30%	**	33%	28%
				d																
Fairly easy	93	82	**	38	39	**	**	**	**	73	**	**	**	69	**	66	49	**	50	44
	47%	51%	**	43%	54%	**	**	**	**	51%	**	**	**	49%	**	47%	48%	**	43%	53%
TOTAL EASY	154	125	**	78	53	**	**	**	**	117	**	**	**	119	**	114	80	**	87	67
	78%	77%	**	88%	74%	**	**	**	**	81%	**	**	**	84%	**	81%	78%	**	76%	82%
				d																
Fairly difficult	31	28	**	8	13	**	**	**	**	22	**	**	**	14	**	19	16	**	22	9
	16%	17%	**	9%	18%	**	**	**	**	15%	**	**	**	10%	**	13%	16%	**	19%	11%
Very difficult	12	9	**	3	6	**	**	**	**	6	**	**	**	10	**	8	6	**	6	6
	6%	5%	**	3%	8%	**	**	**	**	4%	**	**	**	7%	**	6%	6%	**	5%	7%
TOTAL DIFFICULT	43	37	**	11	19	**	**	**	**	28	**	**	**	23	**	27	22	**	28	15
	22%	23%	**	12%	26%	**	**	**	**	19%	**	**	**	16%	**	19%	22%	**	24%	18%
				c																
Don't know	15	12	**	7	6	**	**	**	**	11	**	**	**	10	**	12	8	**	8	7
Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 140**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q122. How easy or difficult do you think it is to make COST comparisons between different home internet service providers?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Base for % (Unweighted and weighted)	272	**	**	**	**	**	**	131	**	**	**	**	**	**	**	189	**	**	**	**	107	
	197	47	30	75	45	25	85	59	17	21	4	52	55	28	45	143	37	19	19	29	76	
Very easy	60	**	**	**	**	**	**	23	**	**	**	**	**	**	**	42	**	**	**	**	24	
	31%	**	**	**	**	**	**	39%	**	**	**	**	**	**	**	29%	**	**	**	**	31%	
Fairly easy	93	**	**	**	**	**	**	23	**	**	**	**	**	**	**	77	**	**	**	**	40	
	47%	**	**	**	**	**	**	39%	**	**	**	**	**	**	**	54%	**	**	**	**	53%	
TOTAL EASY	154	**	**	**	**	**	**	46	**	**	**	**	**	**	**	119	**	**	**	**	64	
	78%	**	**	**	**	**	**	78%	**	**	**	**	**	**	**	83%	**	**	**	**	84%	
Fairly difficult	31	**	**	**	**	**	**	8	**	**	**	**	**	**	**	18	**	**	**	**	8	
	16%	**	**	**	**	**	**	14%	**	**	**	**	**	**	**	12%	**	**	**	**	11%	
Very difficult	12	**	**	**	**	**	**	5	**	**	**	**	**	**	**	6	**	**	**	**	4	
	6%	**	**	**	**	**	**	8%	**	**	**	**	**	**	**	4%	**	**	**	**	5%	
TOTAL DIFFICULT	43	**	**	**	**	**	**	13	**	**	**	**	**	**	**	24	**	**	**	**	13	
	22%	**	**	**	**	**	**	22%	**	**	**	**	**	**	**	17%	**	**	**	**	16%	
Don't know	15	**	**	**	**	**	**	5	**	**	**	**	**	**	**	9	**	**	**	**	3	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 141**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q122. How easy or difficult do you think it is to make COST comparisons between different home internet service providers?**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	~d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	253	253	-	120	98	33	14	63	77	176	8	69	69	182	42	183	139	75	143	110
Effective Weighted Sample	162	162	-	101	59	18	12	51	62	105	7	55	46	115	23	123	108	39	88	74
Total	173	173	-	75	66	31	8	42	50	123	7	43	49	123	29	124	88	60	97	76
Base for % (Unweighted and weighted)	233	233	-	110	**	**	**	**	**	159	**	**	**	167	**	164	130	**	132	101
	161	161	-	68	62	31	8	40	48	114	6	42	46	114	28	113	82	56	91	70
Very easy	43	43	-	27	**	**	**	**	**	26	**	**	**	35	**	32	22	**	25	17
	27%	27%	-%	40%	**	**	**	**	**	23%	**	**	**	31%	**	28%	26%	**	28%	25%
Fairly easy	82	82	-	33	**	**	**	**	**	63	**	**	**	60	**	59	43	**	43	39
	51%	51%	-%	48%	**	**	**	**	**	56%	**	**	**	53%	**	53%	52%	**	47%	55%
TOTAL EASY	125	125	-	60	**	**	**	**	**	90	**	**	**	96	**	91	64	**	69	56
	77%	77%	-%	88%	**	**	**	**	**	79%	**	**	**	84%	**	81%	78%	**	75%	80%
Fairly difficult	28	28	-	6	**	**	**	**	**	19	**	**	**	11	**	15	14	**	19	9
	17%	17%	-%	9%	**	**	**	**	**	17%	**	**	**	9%	**	14%	17%	**	20%	13%
Very difficult	9	9	-	2	**	**	**	**	**	5	**	**	**	8	**	6	4	**	4	5
	5%	5%	-%	3%	**	**	**	**	**	4%	**	**	**	7%	**	6%	5%	**	4%	7%
TOTAL DIFFICULT	37	37	-	8	**	**	**	**	**	24	**	**	**	19	**	22	18	**	22	14
	23%	23%	-%	12%	**	**	**	**	**	21%	**	**	**	16%	**	19%	22%	**	25%	20%
Don't know	12	12	-	6	**	**	**	**	**	10	**	**	**	9	**	11	5	**	6	6

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 141**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q122. How easy or difficult do you think it is to make COST comparisons between different home internet service providers?**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	253	75	28	81	69	7	77	125	28	37	9	74	72	49	38	175	67	13	19	41	106	
Effective Weighted Sample	162	63	13	59	54	6	72	119	26	35	9	64	44	36	23	110	49	6	17	32	72	
Total	173	42	28	63	41	21	70	55	15	20	5	49	52	20	36	126	38	15	10	26	74	
Base for % (Unweighted and weighted)	233	**	**	**	**	**	**	116	**	**	**	**	**	**	**	165	**	**	**	**	100	
	161	37	26	58	41	21	65	51	14	17	4	47	47	19	34	120	33	14	9	25	71	
Very easy	43	**	**	**	**	**	**	18	**	**	**	**	**	**	**	30	**	**	**	**	21	
	27%	**	**	**	**	**	**	36%	**	**	**	**	**	**	**	25%	**	**	**	**	30%	
Fairly easy	82	**	**	**	**	**	**	22	**	**	**	**	**	**	**	68	**	**	**	**	38	
	51%	**	**	**	**	**	**	42%	**	**	**	**	**	**	**	57%	**	**	**	**	53%	
TOTAL EASY	125	**	**	**	**	**	**	40	**	**	**	**	**	**	**	98	**	**	**	**	59	
	77%	**	**	**	**	**	**	78%	**	**	**	**	**	**	**	82%	**	**	**	**	84%	
Fairly difficult	28	**	**	**	**	**	**	8	**	**	**	**	**	**	**	17	**	**	**	**	8	
	17%	**	**	**	**	**	**	15%	**	**	**	**	**	**	**	14%	**	**	**	**	11%	
Very difficult	9	**	**	**	**	**	**	4	**	**	**	**	**	**	**	5	**	**	**	**	4	
	5%	**	**	**	**	**	**	7%	**	**	**	**	**	**	**	4%	**	**	**	**	5%	
TOTAL DIFFICULT	37	**	**	**	**	**	**	11	**	**	**	**	**	**	**	22	**	**	**	**	12	
	23%	**	**	**	**	**	**	22%	**	**	**	**	**	**	**	18%	**	**	**	**	16%	
Don't know	12	**	**	**	**	**	**	4	**	**	**	**	**	**	**	6	**	**	**	**	3	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 142**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q125. And how easy or difficult do you think it is to make BROADBAND SPEED comparisons between different home home fixed/ mobile broadband service providers?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Very easy	36	31	**	20	11	**	**	**	**	21	**	**	**	25	**	25	21	**	24	13
	17%	18%	**	21%	14%	**	**	**	**	13%	**	**	**	16%	**	16%	19%	**	19%	14%
Fairly easy	62	48	**	31	23	**	**	**	**	49	**	**	**	47	**	47	32	**	30	31
	29%	28%	**	33%	30%	**	**	**	**	32%	**	**	**	31%	**	31%	29%	**	25%	35%
TOTAL EASY	98	79	**	52	34	**	**	**	**	70	**	**	**	72	**	72	53	**	54	44
	46%	46%	**	54%	44%	**	**	**	**	45%	**	**	**	47%	**	47%	48%	**	44%	49%
Fairly difficult	47	39	**	12	22	**	**	**	**	40	**	**	**	30	**	30	19	**	30	18
	22%	23%	**	13%	28%	**	**	**	**	26%	**	**	**	20%	**	20%	18%	**	24%	20%
				c																
Very difficult	37	32	**	15	12	**	**	**	**	24	**	**	**	27	**	26	24	**	22	15
	18%	18%	**	15%	16%	**	**	**	**	15%	**	**	**	17%	**	17%	22%	**	18%	17%
TOTAL DIFFICULT	85	71	**	27	34	**	**	**	**	63	**	**	**	56	**	56	43	**	52	33
	40%	41%	**	28%	44%	**	**	**	**	41%	**	**	**	37%	**	37%	39%	**	42%	37%
				c																
Don't know	29	23	**	17	9	**	**	**	**	22	**	**	**	24	**	25	14	**	17	12
	14%	13%	**	18%	12%	**	**	**	**	14%	**	**	**	16%	**	16%	13%	**	14%	14%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 142**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q125. And how easy or difficult do you think it is to make BROADBAND SPEED comparisons between different home home fixed/ mobile broadband service providers?**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	16-24 ~e	25-44 ~f	45-64 g	65-74 ~h	65+ ~i	75+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	URBAN o	RURAL ~p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ t	
Significance Level: 95%																						
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Very easy	36	**	**	**	**	**	**	14	**	**	**	**	**	**	**	26	**	**	**	**	17	
	17%	**	**	**	**	**	**	22%	**	**	**	**	**	**	**	17%	**	**	**	**	22%	
Fairly easy	62	**	**	**	**	**	**	17	**	**	**	**	**	**	**	54	**	**	**	**	20	
	29%	**	**	**	**	**	**	26%	**	**	**	**	**	**	**	36%	**	**	**	**	25%	
TOTAL EASY	98	**	**	**	**	**	**	31	**	**	**	**	**	**	**	80	**	**	**	**	37	
	46%	**	**	**	**	**	**	49%	**	**	**	**	**	**	**	53%	**	**	**	**	46%	
Fairly difficult	47	**	**	**	**	**	**	12	**	**	**	**	**	**	**	32	**	**	**	**	22	
	22%	**	**	**	**	**	**	18%	**	**	**	**	**	**	**	21%	**	**	**	**	28%	
Very difficult	37	**	**	**	**	**	**	9	**	**	**	**	**	**	**	24	**	**	**	**	14	
	18%	**	**	**	**	**	**	14%	**	**	**	**	**	**	**	16%	**	**	**	**	18%	
TOTAL DIFFICULT	85	**	**	**	**	**	**	20	**	**	**	**	**	**	**	56	**	**	**	**	37	
	40%	**	**	**	**	**	**	32%	**	**	**	**	**	**	**	37%	**	**	**	**	46%	
Don't know	29	**	**	**	**	**	**	12	**	**	**	**	**	**	**	15	**	**	**	**	6	
	14%	**	**	**	**	**	**	19%	**	**	**	**	**	**	**	10%	**	**	**	**	8%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 143**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM11. I'd like to talk with you about your mobile broadband service. Firstly, can I check who pays the bills for your mobile broadband service, is it...**

Base : Those with mobile broadband access, not in a bundle of services

	MOBILE BROADBAND SUPPLIER SATISFACTION				SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		GENDER		BROADBAND INDEX					AGE						
	Total	VERY	QUITE	NOT	LONGER				YES	NO	MALE	FEMALE	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	16-24	25-44	45-64	65-74	65+	75+		
					LAST YEAR	AGO	EVER	NEVER																
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u		
Unweighted total	55	21	21	10	2	10	12	40	-	12	37	18	11	7	19	10	1	21	23	8	8	-		
Effective Weighted Sample	35	13	17	9	2	9	10	26	-	10	28	9	9	6	12	9	1	18	20	7	7	-		
Total	46	22	15	7	1	5	6	37	-	6	32	14	11	4	20	6	4	25	11	4	4	-		
You	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Another member of your household	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Your company	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Someone else	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m,n,o - p,q,r,s,t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 143**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM11. I'd like to talk with you about your mobile broadband service. Firstly, can I check who pays the bills for your mobile broadband service, is it...**

Base : Those with mobile broadband access, not in a bundle of services

		SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
	Total	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Significance Level: 95%											
Unweighted total	55	9	14	18	11	34	14	8	9	7	12
Effective Weighted Sample	35	7	11	7	8	20	12	6	5	5	8
Total	46	9	11	11	12	30	8	7	10	6	9
You	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Another member of your household	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Your company	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Someone else	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 144**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QMI2. Which mobile broadband service provider does your household currently use as its MAIN supplier?**

Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MOBILE BROADBAND SUPPLIER SATISFACTION				SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		GENDER		BROADBAND INDEX					AGE						
	Total	VERY ~a	QUITE ~b	NOT ~c	LONGER				YES ~h	NO ~i	MALE ~j	FEMALE ~k	INAC- TIVE ~l	PASSIVE ~m	INTER- ESTED ~n	ENG- AGED ~o	16-24 ~p	25-44 ~q	45-64 ~r	65-74 ~s	65+ ~t	75+ ~u		
					LAST YEAR ~d	AGO ~e	EVER ~f	NEVER ~g																
Significance Level: 95%																								
Unweighted total	52	21	21	10	2	10	12	40	-	12	35	17	11	7	19	10	1	20	21	8	8	-		
Effective Weighted Sample	34	13	17	9	2	9	10	26	-	10	27	8	9	6	12	9	1	17	19	7	7	-		
Total	43	22	15	7	1	5	6	37	-	6	29	14	11	4	20	6	4	23	10	4	4	-		
"3"	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
O2	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
BT	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Vodafone	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Orange	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
T-mobile	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Virgin Media/ Mobile	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Other	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m,n,o - p,q,r,s,t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 144**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QMI2. Which mobile broadband service provider does your household currently use as its MAIN supplier?**

Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household

		SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
	Total	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Significance Level: 95%											
Unweighted total	52	7	14	17	11	32	13	7	9	7	10
Effective Weighted Sample	34	5	11	7	8	19	11	5	5	5	7
Total	43	7	11	11	12	28	8	6	10	6	7
"3"	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
O2	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Orange	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
T-mobile	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Virgin Media/ Mobile	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 145**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QMI3. How long has (MOBILE BROADBAND PROVIDER) been providing your mobile broadband service?**

Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MOBILE BROADBAND SUPPLIER SATISFACTION				SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		GENDER		BROADBAND INDEX					AGE						
	Total	VERY ~a	QUITE ~b	NOT ~c	LONGER				YES ~h	NO ~i	MALE ~j	FEMALE ~k	INAC- TIVE ~l	PASSIVE ~m	INTER- ESTED ~n	ENG- AGED ~o	16-24 ~p	25-44 ~q	45-64 ~r	65-74 ~s	65+ ~t	75+ ~u		
					LAST YEAR ~d	AGO ~e	EVER ~f	NEVER ~g																
Significance Level: 95%																								
Unweighted total	52	21	21	10	2	10	12	40	-	12	35	17	11	7	19	10	1	20	21	8	8	-		
Effective Weighted Sample	34	13	17	9	2	9	10	26	-	10	27	8	9	6	12	9	1	17	19	7	7	-		
Total	43	22	15	7	1	5	6	37	-	6	29	14	11	4	20	6	4	23	10	4	4	-		
Less than 3 months	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
3-6 months	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
7-12 months	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
More than a year, up to 2 years	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
More than 2 years, up to 4 years	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
More than 4 years, up to 6 years	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
More than 6 years, up to 10 years	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
More than 10 years	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m,n,o - p,q,r,s,t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 145**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QMI3. How long has (MOBILE BROADBAND PROVIDER) been providing your mobile broadband service?**

Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household

		SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
	Total	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Significance Level: 95%											
Unweighted total	52	7	14	17	11	32	13	7	9	7	10
Effective Weighted Sample	34	5	11	7	8	19	11	5	5	5	7
Total	43	7	11	11	12	28	8	6	10	6	7
Less than 3 months	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
3-6 months	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
7-12 months	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
More than a year, up to 2 years	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
More than 2 years, up to 4 years	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
More than 4 years, up to 6 years	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
More than 6 years, up to 10 years	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
More than 10 years	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 146**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QMI3d. Do you have a contract with (MOBILE BROADBAND PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?**

Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MOBILE BROADBAND SUPPLIER SATISFACTION				SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		GENDER		BROADBAND INDEX					AGE						
	Total	VERY ~a	QUITE ~b	NOT ~c	LONGER				YES ~h	NO ~i	MALE ~j	FEMALE ~k	INAC- TIVE ~l	PASSIVE ~m	INTER- ESTED ~n	ENG- AGED ~o	16-24 ~p	25-44 ~q	45-64 ~r	65-74 ~s	65+ ~t	75+ ~u		
					LAST YEAR ~d	AGO ~e	EVER ~f	NEVER ~g																
Significance Level: 95%																								
Unweighted total	52	21	21	10	2	10	12	40	-	12	35	17	11	7	19	10	1	20	21	8	8	-		
Effective Weighted Sample	34	13	17	9	2	9	10	26	-	10	27	8	9	6	12	9	1	17	19	7	7	-		
Total	43	22	15	7	1	5	6	37	-	6	29	14	11	4	20	6	4	23	10	4	4	-		
No, don't have a contract	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Within the next month	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
In 1-3 months	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
In 4-6 months	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
In 7-12 months	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
In more than 12 months	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Not sure when contract runs out	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Don't know if I have a contract	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m,n,o - p,q,r,s,t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 146**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QMI3d. Do you have a contract with (MOBILE BROADBAND PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?**

Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household

		SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
	Total	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Significance Level: 95%											
Unweighted total	52	7	14	17	11	32	13	7	9	7	10
Effective Weighted Sample	34	5	11	7	8	19	11	5	5	5	7
Total	43	7	11	11	12	28	8	6	10	6	7
No, don't have a contract	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Within the next month	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
In 1-3 months	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
In 4-6 months	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
In 7-12 months	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
In more than 12 months	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Not sure when contract runs out	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Don't know if I have a contract	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 147**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QMI5. How satisfied are you with the OVERALL SERVICE PROVIDED by (MOBILE BROADBAND PROVIDER)? Would you say you are...**

Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MOBILE BROADBAND SUPPLIER SATISFACTION				SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		GENDER		BROADBAND INDEX					AGE						
	Total	VERY	QUITE	NOT	LONGER				YES	NO	MALE	FEMALE	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	16-24	25-44	45-64	65-74	65+	75+		
					LAST YEAR	AGO	EVER	NEVER																
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u		
Unweighted total	52	21	21	10	2	10	12	40	-	12	35	17	11	7	19	10	1	20	21	8	8	-		
Effective Weighted Sample	34	13	17	9	2	9	10	26	-	10	27	8	9	6	12	9	1	17	19	7	7	-		
Total	43	22	15	7	1	5	6	37	-	6	29	14	11	4	20	6	4	23	10	4	4	-		
Base for % (Unweighted and weighted)	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	43	22	15	7	1	5	6	37	-	6	29	14	11	4	20	6	4	23	10	4	4	-		
Very satisfied	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Fairly satisfied	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
TOTAL SATISFIED	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Neither	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Fairly dissatisfied	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Very dissatisfied	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
TOTAL DISSATISFIED	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m,n,o - p,q,r,s,t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 147**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QMI5. How satisfied are you with the OVERALL SERVICE PROVIDED by (MOBILE BROADBAND PROVIDER)? Would you say you are...**

Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household

		SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
	Total	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Significance Level: 95%											
Unweighted total	52	7	14	17	11	32	13	7	9	7	10
Effective Weighted Sample	34	5	11	7	8	19	11	5	5	5	7
Total	43	7	11	11	12	28	8	6	10	6	7
Base for % (Unweighted and weighted)	**	**	**	**	**	**	**	**	**	**	**
	43	7	11	11	12	28	8	6	10	6	7
Very satisfied	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Fairly satisfied	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
TOTAL SATISFIED	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Neither	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Fairly dissatisfied	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Very dissatisfied	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
TOTAL DISSATISFIED	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 148**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QMI5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (MOBILE BROADBAND PROVIDER)? Would you say you are...**

Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MOBILE BROADBAND SUPPLIER SATISFACTION				SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		GENDER		BROADBAND INDEX					AGE						
	Total	VERY ~a	QUITE ~b	NOT ~c	LAST YEAR ~d	AGO ~e	EVER ~f	NEVER ~g	YES ~h	NO ~i	MALE ~j	FEMALE ~k	INAC- TIVE ~l	PASSIVE ~m	INTER- ESTED ~n	ENG- AGED ~o	16-24 ~p	25-44 ~q	45-64 ~r	65-74 ~s	65+ ~t	75+ ~u		
Significance Level: 95%																								
Unweighted total	52	21	21	10	2	10	12	40	-	12	35	17	11	7	19	10	1	20	21	8	8	-		
Effective Weighted Sample	34	13	17	9	2	9	10	26	-	10	27	8	9	6	12	9	1	17	19	7	7	-		
Total	43	22	15	7	1	5	6	37	-	6	29	14	11	4	20	6	4	23	10	4	4	-		
Base for % (Unweighted and weighted)	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	43	22	15	7	1	5	6	37	-	6	29	14	11	4	20	6	4	23	10	4	4	-		
Very satisfied	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Fairly satisfied	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
TOTAL SATISFIED	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Neither	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Fairly dissatisfied	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Very dissatisfied	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
TOTAL DISSATISFIED	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m,n,o - p,q,r,s,t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 148**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QMI5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (MOBILE BROADBAND PROVIDER)? Would you say you are...**

Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household

		SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
	Total	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Significance Level: 95%											
Unweighted total	52	7	14	17	11	32	13	7	9	7	10
Effective Weighted Sample	34	5	11	7	8	19	11	5	5	5	7
Total	43	7	11	11	12	28	8	6	10	6	7
Base for % (Unweighted and weighted)	**	**	**	**	**	**	**	**	**	**	**
	43	7	11	11	12	28	8	6	10	6	7
Very satisfied	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Fairly satisfied	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
TOTAL SATISFIED	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Neither	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Fairly dissatisfied	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Very dissatisfied	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
TOTAL DISSATISFIED	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 149**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QMI5b. And how satisfied are you with the RELIABILITY of your service from (MOBILE BROADBAND PROVIDER)? Would you say you are...**

Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MOBILE BROADBAND SUPPLIER SATISFACTION				SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		GENDER		BROADBAND INDEX					AGE						
	Total	VERY ~a	QUITE ~b	NOT ~c	LONGER				YES ~h	NO ~i	MALE ~j	FEMALE ~k	INAC- TIVE ~l	PASSIVE ~m	INTER- ESTED ~n	ENG- AGED ~o	16-24 ~p	25-44 ~q	45-64 ~r	65-74 ~s	65+ ~t	75+ ~u		
					LAST YEAR ~d	AGO ~e	EVER ~f	NEVER ~g																
Significance Level: 95%																								
Unweighted total	52	21	21	10	2	10	12	40	-	12	35	17	11	7	19	10	1	20	21	8	8	-		
Effective Weighted Sample	34	13	17	9	2	9	10	26	-	10	27	8	9	6	12	9	1	17	19	7	7	-		
Total	43	22	15	7	1	5	6	37	-	6	29	14	11	4	20	6	4	23	10	4	4	-		
Base for % (Unweighted and weighted)	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	43	22	15	7	1	5	6	37	-	6	29	14	11	4	20	6	4	23	10	4	4	-		
Very satisfied	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Fairly satisfied	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
TOTAL SATISFIED	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Neither	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Fairly dissatisfied	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Very dissatisfied	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
TOTAL DISSATISFIED	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m,n,o - p,q,r,s,t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 149**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QMI5b. And how satisfied are you with the RELIABILITY of your service from (MOBILE BROADBAND PROVIDER)? Would you say you are...**

Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household

		SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
	Total	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Significance Level: 95%											
Unweighted total	52	7	14	17	11	32	13	7	9	7	10
Effective Weighted Sample	34	5	11	7	8	19	11	5	5	5	7
Total	43	7	11	11	12	28	8	6	10	6	7
Base for % (Unweighted and weighted)	**	**	**	**	**	**	**	**	**	**	**
	43	7	11	11	12	28	8	6	10	6	7
Very satisfied	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Fairly satisfied	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
TOTAL SATISFIED	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Neither	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Fairly dissatisfied	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Very dissatisfied	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
TOTAL DISSATISFIED	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 150**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QMI5c. And how satisfied are you with the SPEED OF SERVICE while online (not just the connection)? Would you say you are...**

Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MOBILE BROADBAND SUPPLIER SATISFACTION				SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		GENDER		BROADBAND INDEX					AGE						
	Total	VERY ~a	QUITE ~b	NOT ~c	LAST YEAR ~d	AGO ~e	EVER ~f	NEVER ~g	YES ~h	NO ~i	MALE ~j	FEMALE ~k	INAC- TIVE ~l	PASSIVE ~m	INTER- ESTED ~n	ENG- AGED ~o	16-24 ~p	25-44 ~q	45-64 ~r	65-74 ~s	65+ ~t	75+ ~u		
Significance Level: 95%																								
Unweighted total	52	21	21	10	2	10	12	40	-	12	35	17	11	7	19	10	1	20	21	8	8	-		
Effective Weighted Sample	34	13	17	9	2	9	10	26	-	10	27	8	9	6	12	9	1	17	19	7	7	-		
Total	43	22	15	7	1	5	6	37	-	6	29	14	11	4	20	6	4	23	10	4	4	-		
Base for % (Unweighted and weighted)	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	43	22	15	7	1	5	6	37	-	6	29	14	11	4	20	6	4	23	10	4	4	-		
Very satisfied	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Fairly satisfied	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
TOTAL SATISFIED	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Neither	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Fairly dissatisfied	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Very dissatisfied	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
TOTAL DISSATISFIED	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m,n,o - p,q,r,s,t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 150**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QMI5c. And how satisfied are you with the SPEED OF SERVICE while online (not just the connection)? Would you say you are...**

Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household

		SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
	Total	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Significance Level: 95%											
Unweighted total	52	7	14	17	11	32	13	7	9	7	10
Effective Weighted Sample	34	5	11	7	8	19	11	5	5	5	7
Total	43	7	11	11	12	28	8	6	10	6	7
Base for % (Unweighted and weighted)	**	**	**	**	**	**	**	**	**	**	**
	43	7	11	11	12	28	8	6	10	6	7
Very satisfied	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Fairly satisfied	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
TOTAL SATISFIED	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Neither	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Fairly dissatisfied	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Very dissatisfied	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
TOTAL DISSATISFIED	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 151**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QMI7. Have you or your household ever CHANGED your mobile broadband service provider? IF YES - When did you most recently change your mobile broadband service provider?**

Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MOBILE BROADBAND SUPPLIER SATISFACTION				SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		GENDER		BROADBAND INDEX					AGE						
	Total	VERY ~a	QUITE ~b	NOT ~c	LONGER				YES ~h	NO ~i	MALE ~j	FEMALE ~k	INAC- TIVE ~l	PASSIVE ~m	INTER- ESTED ~n	ENG- AGED ~o	16-24 ~p	25-44 ~q	45-64 ~r	65-74 ~s	65+ ~t	75+ ~u		
					LAST YEAR ~d	AGO ~e	EVER ~f	NEVER ~g																
Significance Level: 95%																								
Unweighted total	52	21	21	10	2	10	12	40	-	12	35	17	11	7	19	10	1	20	21	8	8	-		
Effective Weighted Sample	34	13	17	9	2	9	10	26	-	10	27	8	9	6	12	9	1	17	19	7	7	-		
Total	43	22	15	7	1	5	6	37	-	6	29	14	11	4	20	6	4	23	10	4	4	-		
Yes - in the last 6 months	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Yes - 6-12 months ago	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Yes - 1-2 years ago	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Yes - 3-4 years ago	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
Yes - more than 4 years ago	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		
No - never changed internet service provider	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	-		
	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	-%		

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m,n,o - p,q,r,s,t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 151**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QMI7. Have you or your household ever CHANGED your mobile broadband service provider? IF YES - When did you most recently change your mobile broadband service provider?**

Base : Those with mobile broadband access, not in a bundle of services, where the bill is paid within the household

		SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
	Total	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Significance Level: 95%											
Unweighted total	52	7	14	17	11	32	13	7	9	7	10
Effective Weighted Sample	34	5	11	7	8	19	11	5	5	5	7
Total	43	7	11	11	12	28	8	6	10	6	7
Yes - in the last 6 months	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Yes - 6-12 months ago	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Yes - 1-2 years ago	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Yes - 3-4 years ago	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Yes - more than 4 years ago	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No - never changed internet service provider	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 152**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQM17a. Did you make this change of provider for your mobile broadband at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the mobile service you changed most recently**

Base : Those who have ever changed their mobile broadband provider

	MOBILE BROADBAND SUPPLIER SATISFACTION				SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		GENDER		BROADBAND INDEX					AGE						
	Total	VERY ~a	QUITE ~b	NOT ~c	LONGER				YES ~h	NO ~i	MALE ~j	FEMALE ~k	INAC- TIVE ~l	PASSIVE ~m	INTER- ESTED ~n	ENG- AGED ~o	16-24 ~p	25-44 ~q	45-64 ~r	65-74 ~s	65+ ~t	75+ ~u		
					LAST YEAR ~d	AGO ~e	EVER ~f	NEVER ~g																
Significance Level: 95%																								
Unweighted total	12	2	5	5	2	10	12	-	-	12	7	5	1	1	5	4	-	2	8	2	2	-		
Effective Weighted Sample	10	2	5	4	2	9	10	-	-	10	6	5	1	1	5	4	-	2	8	2	2	-		
Total	6	1	3	3	1	5	6	-	-	6	4	2	1	*	2	3	-	2	3	1	1	-		
No	**	**	**	**	**	**	**	-	-	**	**	**	**	**	**	**	-	**	**	**	**	-		
	**	**	**	**	**	**	**	-%	-%	**	**	**	**	**	**	**	-%	**	**	**	**	-%		

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m,n,o - p,q,r,s,t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 152**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQMI7a. Did you make this change of provider for your mobile broadband at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the mobile service you changed most recently**

Base : Those who have ever changed their mobile broadband provider

		SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
	Total	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Significance Level: 95%											
Unweighted total	12	-	4	5	3	12	-	1	1	2	3
Effective Weighted Sample	10	-	3	4	3	10	-	1	1	2	3
Total	6	-	2	2	2	6	-	1	1	1	1
No	**	-	**	**	**	**	-	**	**	**	**
	**	-%	**	**	**	**	-%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 154**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQMI7c. Which provider did you use for your mobile broadband service before switching to (MOBILE BROADBAND PROVIDER)?**

Base : Those who have changed their mobile broadband provider in the last 12 months

	MOBILE BROADBAND SUPPLIER SATISFACTION				SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		GENDER		BROADBAND INDEX				AGE					
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	MALE	FEMALE	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	16-24	25-44	45-64	65-74	65+	75+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Significance Level: 95%																						
Unweighted total	2	-	1	1	2	-	2	-	-	2	-	2	-	-	1	-	-	-	1	1	1	-
Effective Weighted Sample	2	-	1	1	2	-	2	-	-	2	-	2	-	-	1	-	-	-	1	1	1	-
Total	1	-	*	*	1	-	1	-	-	1	-	1	-	-	*	-	-	-	*	*	*	-
Other	**	-	**	**	**	-	**	-	-	**	-	**	-	-	**	-	-	-	**	**	**	-
	**	-%	**	**	**	-%	**	-%	-%	**	-%	**	-%	-%	**	-%	-%	-%	**	**	**	-%
Don't know	**	-	**	**	**	-	**	-	-	**	-	**	-	-	**	-	-	-	**	**	**	-
	**	-%	**	**	**	-%	**	-%	-%	**	-%	**	-%	-%	**	-%	-%	-%	**	**	**	-%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m,n,o - p,q,r,s,t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 154**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQMI7c. Which provider did you use for your mobile broadband service before switching to (MOBILE BROADBAND PROVIDER)?**

Base : Those who have changed their mobile broadband provider in the last 12 months

		SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
	Total	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Significance Level: 95%											
Unweighted total	2	-	1	1	-	2	-	-	-	-	1
Effective Weighted Sample	2	-	1	1	-	2	-	-	-	-	1
Total	1	-	*	*	-	1	-	-	-	-	*
Other	**	-	**	**	-	**	-	-	-	-	**
	**	-%	**	**	-%	**	-%	-%	-%	-%	**
Don't know	**	-	**	**	-	**	-	-	-	-	**
	**	-%	**	**	-%	**	-%	-%	-%	-%	**

Columns Tested: a,b,c,d - e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 155**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQM17e. Did you receive any OTHER services from (PREVIOUS MOBILE BROADBAND PROVIDER) as well as your mobile broadband service at the time you switched to (MOBILE BROADBAND PROVIDER)? IF YES - Which other services did you receive from (PREVIOUS MOBILE BROADBAND PROVIDER)?**

Base : Those who have changed their mobile broadband provider in the last 12 months

	MOBILE BROADBAND SUPPLIER SATISFACTION				SWITCHED BROADBAND SUPPLIER				SWITCHED WHEN MOVING		GENDER		BROADBAND INDEX				AGE					
	Total	VERY ~a	QUITE ~b	NOT ~c	LAST YEAR ~d	AGO ~e	EVER ~f	NEVER ~g	YES ~h	NO ~i	MALE ~j	FEMALE ~k	INAC- TIVE ~l	PASSIVE ~m	INTER- ESTED ~n	ENG- AGED ~o	16-24 ~p	25-44 ~q	45-64 ~r	65-74 ~s	65+ ~t	75+ ~u
Significance Level: 95%																						
Unweighted total	2	-	1	1	2	-	2	-	-	2	-	2	-	-	1	-	-	-	1	1	1	-
Effective Weighted Sample	2	-	1	1	2	-	2	-	-	2	-	2	-	-	1	-	-	-	1	1	1	-
Total	1	-	*	*	1	-	1	-	-	1	-	1	-	-	*	-	-	-	*	*	*	-
No, did not receive any other services	**	-	**	**	**	-	**	-	-	**	-	**	-	-	**	-	-	-	**	**	**	-
	**	-%	**	**	**	-%	**	-%	-%	**	-%	**	-%	-%	**	-%	-%	-%	**	**	**	-%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m,n,o - p,q,r,s,t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 155**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQM17e. Did you receive any OTHER services from (PREVIOUS MOBILE BROADBAND PROVIDER) as well as your mobile broadband service at the time you switched to (MOBILE BROADBAND PROVIDER)? IF YES - Which other services did you receive from (PREVIOUS MOBILE BROADBAND PROVIDER)?**

Base : Those who have changed their mobile broadband provider in the last 12 months

	Total	SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		AB ~a	C1 ~b	C2 ~c	DE ~d	URBAN ~e	RURAL ~f	UP TO £11.5K ~g	£11.5K-£17.5K ~h	£17.5K-£29.9K ~i	£30K+ ~j
Significance Level: 95%											
Unweighted total	2	-	1	1	-	2	-	-	-	-	1
Effective Weighted Sample	2	-	1	1	-	2	-	-	-	-	1
Total	1	-	*	*	-	1	-	-	-	-	*
No, did not receive any other services	**	-	**	**	-	**	-	-	-	-	**
	**	-%	**	**	-%	**	-%	-%	-%	-%	**

Columns Tested: a,b,c,d - e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 157**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT1. I'd like to talk with you about your television service - so the service that provides additional channels beyond just channels 1-5. Firstly, can I check who pays the bills for your TV service, is it...**

Base : Those with Pay TV, not in a bundle of services

	Total	TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	~f	g	~h	~i	~j	k	~l	m	n	~o	p	q	r
Unweighted total	460	221	186	40	5	44	49	400	11	38	70	374	46	390	148	75	185	234	226
Effective Weighted Sample	333	152	141	30	4	37	41	283	9	32	38	294	36	278	96	65	143	186	152
Total	295	141	118	28	4	28	32	257	8	24	49	235	29	251	107	46	109	143	152
You	248	118	103	**	**	**	**	218	**	**	**	200	**	216	96	**	92	128	120
	84%	84%	87%	**	**	**	**	85%	**	**	**	85%	**	86%	90%	**	85%	89%	79%
Another member of your household	40	23	16	**	**	**	**	38	**	**	**	34	**	35	11	**	17	14	26
	14%	16%	13%	**	**	**	**	15%	**	**	**	15%	**	14%	10%	**	15%	10%	17%
Your company	1	-	-	**	**	**	**	-	**	**	**	-	**	-	-	**	-	-	1
	*%	-%	-%	**	**	**	**	-%	**	**	**	-%	**	-%	-%	**	-%	-%	1%
Someone else	6	-	-	**	**	**	**	-	**	**	**	-	**	-	-	**	-	1	5
	2%	-%	-%	**	**	**	**	-%	**	**	**	-%	**	-%	-%	**	-%	1%	3%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 157**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT1. I'd like to talk with you about your television service - so the service that provides additional channels beyond just channels 1-5. Firstly, can I check who pays the bills for your TV service, is it...**

Base : Those with Pay TV, not in a bundle of services

		TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	a	~b	c	~d	~e	f	g	~h	~i	~j	k	l	m	~n	o	~p	~q	~r	~s	t	
Unweighted total	460	138	92	166	53	8	139	231	57	76	19	107	134	116	82	345	91	46	38	84	168	
Effective Weighted Sample	333	109	68	113	41	7	128	218	54	71	18	92	100	76	57	248	67	41	32	58	143	
Total	295	78	61	116	33	22	121	103	32	44	12	74	89	54	66	224	54	29	22	56	105	
You	248	67	**	99	**	**	98	88	**	**	**	63	74	43	**	184	**	**	**	**	86	
	84%	85%	**	85%	**	**	81%	85%	**	**	**	86%	83%	79%	**	82%	**	**	**	**	82%	
Another member of your household	40	11	**	17	**	**	18	13	**	**	**	8	12	10	**	33	**	**	**	**	16	
	14%	15%	**	15%	**	**	15%	13%	**	**	**	11%	13%	18%	**	15%	**	**	**	**	15%	
Your company	1	-	**	-	**	**	1	-	**	**	**	-	1	-	**	1	**	**	**	**	-	
	*%	-%	**	-%	**	**	1%	-%	**	**	**	-%	1%	-%	**	*%	**	**	**	**	-%	
Someone else	6	-	**	-	**	**	4	2	**	**	**	2	2	2	**	5	**	**	**	**	3	
	2%	-%	**	-%	**	**	3%	2%	**	**	**	3%	2%	3%	**	2%	**	**	**	**	3%	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 158**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QS4a. Which of these TYPES of TV service does your household receive at the moment for your MAIN TV set?**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LAST YEAR	LONGER AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	j	k	~l	m	n	~o	p	q	r
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
Freeview - with ONLY free to view channels	311 51%	167 53%	109 47%	** **	** **	** **	36 50%	275 51%	** **	** **	32 39%	276 53% j	** **	282 52%	- -%	** **	- -%	151 49%	160 52%
Satellite TV - WITH a monthly subscription	264 43%	129 41%	107 46%	** **	** **	** **	30 42%	234 43%	** **	** **	46 55% k	214 41%	** **	230 42%	96 90%	** **	108 99% n	132 43%	132 43%
Cable TV - from Virgin Media, previously NTL or Telewest	18 3%	8 2%	10 4%	** **	** **	** **	2 2%	17 3%	** **	** **	3 3%	16 3%	** **	16 3%	9 8% p	** **	1 1%	8 3%	10 3%
Satellite TV - with NO monthly subscription	17 3%	8 3%	7 3%	** **	** **	** **	4 6%	13 2%	** **	** **	2 3%	14 3%	** **	14 2%	- -%	** **	- -%	13 4% r	4 1%
Digital TV via broadband DSL line	4 1%	3 1%	1 *% **	** **	** **	** **	* 1%	4 1%	** **	** **	- -%	4 1%	** **	4 1%	* *% **	** **	1 1%	* *% **	4 1%
Freeview - with any additional channels that you PAY to receive	2 *% **	2 *% **	* *% **	** **	** **	** **	- -%	2 *% **	** **	** **	1 1%	1 *% **	** **	1 *% **	1 1%	** **	- -%	1 *% **	1 *% **

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 158**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QS4a. Which of these TYPES of TV service does your household receive at the moment for your MAIN TV set?**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	~j	k	l	m	n	o	p	q	~r	s	t	
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
Freeview - with ONLY free to view channels	311	123	63	100	**	**	94	102	54	86	**	77	74	45	99	221	66	54	**	55	85	
	51%	60% c	50%	45%	**	**	44%	48%	62% fg	65% fg	**	51%	45%	45%	58% lm	49%	53%	64% st	**	48%	45%	
Satellite TV - WITH a monthly subscription	264	69	58	107	**	**	110	92	28	37	**	68	78	50	56	194	52	23	**	51	94	
	43%	33%	45% a	49% a	**	**	51% hi	44% hi	32%	28%	**	45% n	47% n	49% n	33%	43%	43%	28%	**	45% q	50% q	
Cable TV - from Virgin Media, previously NTL or Telewest	18	7	3	6	**	**	5	7	3	4	**	3	7	2	7	18	*	5	**	3	6	
	3%	3%	2%	3%	**	**	2%	3%	4%	3%	**	2%	4%	2%	4%	4% p	*%	6%	**	3%	3%	
Satellite TV - with NO monthly subscription	17	6	3	4	**	**	6	7	2	3	**	2	5	3	6	12	4	*	**	4	2	
	3%	3%	3%	2%	**	**	3%	3%	2%	3%	**	2%	3%	3%	4%	3%	3%	1%	**	3%	1%	
Digital TV via broadband DSL line	4	2	-	2	**	**	1	2	-	2	**	1	1	*	2	4	*	1	**	1	1	
	1%	1%	-%	1%	**	**	*%	1%	-%	1%	**	1%	1%	*%	1%	1%	*%	1%	**	1%	*%	
Freeview - with any additional channels that you PAY to receive	2	*	-	1	**	**	*	1	-	1	**	-	*	1	1	2	-	*	**	-	*	
	*%	*%	-%	1%	**	**	*%	*%	-%	1%	**	-%	*%	1%	*%	*%	-%	*%	**	-%	*%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 159**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QS4b. Which company provides your TV service/ the additional channels you pay to receive on Freeview?**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	~f	g	~h	~i	~j	k	~l	m	n	~o	p	q	r
Unweighted total	449	221	186	40	5	44	49	400	11	38	70	374	46	390	148	75	185	231	218
Effective Weighted Sample	324	152	141	30	4	37	41	283	9	32	38	294	36	278	96	65	143	184	146
Total	289	141	118	28	4	28	32	257	8	24	49	235	29	251	107	46	109	142	147
Sky	263	129	106	**	**	**	**	233	**	**	**	213	**	229	95	**	108	132	131
	91%	91%	90%	**	**	**	**	91%	**	**	**	91%	**	91%	89%	**	99% n	93%	89%
Virgin Media/ NTL/ Telewest	18	8	10	**	**	**	**	17	**	**	**	16	**	16	9	**	1	8	10
	6%	5%	8%	**	**	**	**	7%	**	**	**	7%	**	6%	8% p	**	1%	6%	7%
BT Vision	1	1	-	**	**	**	**	1	**	**	**	1	**	1	-	**	1	-	1
	1%	1%	-%	**	**	**	**	*%	**	**	**	1%	**	1%	-%	**	1%	-%	1%
Top-Up-TV	1	1	*	**	**	**	**	1	**	**	**	*	**	1	1	**	-	1	-
	*%	1%	*%	**	**	**	**	*%	**	**	**	*%	**	*%	1%	**	-%	1%	-%
Other	4	3	2	**	**	**	**	4	**	**	**	4	**	4	2	**	-	*	4
	2%	2%	2%	**	**	**	**	2%	**	**	**	2%	**	2%	2%	**	-%	*%	3%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 159**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QS4b. Which company provides your TV service/ the additional channels you pay to receive on Freeview?**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	~b	c	~d	~e	f	g	~h	~i	~j	k	l	m	~n	o	~p	~q	~r	~s	t	
Unweighted total	449	138	92	166	53	8	134	226	56	75	19	105	130	111	82	335	90	46	37	81	164	
Effective Weighted Sample	324	109	68	113	41	7	124	213	53	70	18	90	96	72	57	240	66	41	31	56	139	
Total	289	78	61	116	33	22	116	101	31	43	12	72	86	53	66	217	53	29	21	55	102	
Sky	263	69	**	106	**	**	109	92	**	**	**	68	77	50	**	193	**	**	**	**	93	
	91%	88%	**	91%	**	**	94%	91%	**	**	**	95%	89%	95%	**	89%	**	**	**	**	92%	
Virgin Media/ NTL/ Telewest	18	7	**	6	**	**	5	7	**	**	**	3	7	2	**	18	**	**	**	**	6	
	6%	9%	**	5%	**	**	4%	7%	**	**	**	3%	9%	3%	**	8%	**	**	**	**	6%	
BT Vision	1	1	**	*	**	**	-	1	**	**	**	-	*	*	**	1	**	**	**	**	*	
	1%	1%	**	*%	**	**	-%	1%	**	**	**	-%	*%	1%	**	1%	**	**	**	**	*%	
Top-Up-TV	1	*	**	*	**	**	*	1	**	**	**	-	*	1	**	1	**	**	**	**	*	
	*%	*%	**	*%	**	**	*%	1%	**	**	**	-%	*%	2%	**	1%	**	**	**	**	*%	
Other	4	1	**	3	**	**	2	1	**	**	**	1	1	-	**	4	**	**	**	**	1	
	2%	1%	**	3%	**	**	2%	1%	**	**	**	1%	2%	-%	**	2%	**	**	**	**	1%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 160**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT3. How long has (TV SERVICE PROVIDER) been providing your home television service?**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	j	k	~l	m	n	~o	p	q	r
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
Less than 3 months	20 3%	13 4%	3 1%	** **	** **	** **	5 7%	15 3%	** **	** **	7 8% k	13 2%	** **	14 3%	6 6% p	** **	1 *%	6 2%	14 4%
3-6 months	22 4%	11 3%	8 3%	** **	** **	** **	2 3%	20 4%	** **	** **	1 1%	21 4%	** **	21 4%	4 4% p	** **	- -%	15 5%	8 3%
7-12 months	22 4%	10 3%	11 5%	** **	** **	** **	5 8% g	17 3%	** **	** **	* 1%	22 4%	** **	16 3%	4 3%	** **	3 3%	9 3%	14 4%
More than a year, up to 2 years	76 12%	39 12%	29 12%	** **	** **	** **	16 22% g	60 11%	** **	** **	10 12%	64 12%	** **	72 13%	9 9%	** **	3 3%	35 11%	41 13%
More than 2 years, up to 4 years	100 16%	53 17%	35 15%	** **	** **	** **	10 14%	89 16%	** **	** **	14 17%	85 16%	** **	85 16%	12 11%	** **	10 9%	54 18%	46 15%
More than 4 years, up to 6 years	105 17%	57 18%	38 16%	** **	** **	** **	7 10%	98 18%	** **	** **	15 18%	89 17%	** **	98 18%	15 14%	** **	10 9%	55 18%	51 16%
More than 6 years, up to 10 years	107 17%	57 18%	42 18%	** **	** **	** **	19 27% g	88 16%	** **	** **	13 15%	94 18%	** **	95 17%	23 21%	** **	27 25%	53 17%	54 18%
More than 10 years	146 24%	70 22%	59 25%	** **	** **	** **	7 10% f	139 26%	** **	** **	22 26%	121 23%	** **	128 23%	33 31%	** **	53 49% n	74 24%	72 23%
Don't know	19 3%	7 2%	10 4%	** **	** **	** **	* 1%	18 3%	** **	** **	1 2%	17 3%	** **	18 3%	1 1%	** **	2 2%	7 2%	12 4%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 160**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT3. How long has (TV SERVICE PROVIDER) been providing your home television service?**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE a	PASSIVE b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ ~j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K q	£11.5K-£17.5K ~r	£17.5K-£29.9K s	£30K+ t	
Significance Level: 95%																						
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
Less than 3 months	20	3	2	11	**	**	7	2	-	5	**	2	3	2	11	16	2	4	**	2	2	
	3%	2%	2%	5% a	**	**	3% h	1%	-%	3% gh	**	1%	2%	2%	6% k	4%	2%	4% t	**	2%	1%	
3-6 months	22	5	10	7	**	**	7	4	2	2	**	6	4	3	8	13	8	6	**	10	1	
	4%	2%	8% a	3%	**	**	3%	2%	2%	2%	**	4%	2%	3%	5%	3%	7% o	7% t	**	9% t	1%	
7-12 months	22	9	5	5	**	**	5	8	3	4	**	6	6	3	6	15	6	*	**	6	8	
	4%	4%	4%	2%	**	**	2%	4%	3%	3%	**	4%	3%	3%	4%	3%	5%	1%	**	5%	4%	
More than a year, up to 2 years	76	23	14	28	**	**	29	21	8	16	**	24	22	8	20	58	14	12	**	13	29	
	12%	11%	11%	13%	**	**	13%	10%	10%	12%	**	16% m	14%	8%	12%	13%	12%	15%	**	11%	15%	
More than 2 years, up to 4 years	100	36	16	32	**	**	41	32	15	20	**	23	22	20	30	70	17	17	**	15	25	
	16%	17%	13%	15%	**	**	19%	15%	17%	15%	**	15%	13%	20%	17%	16%	14%	20%	**	13%	13%	
More than 4 years, up to 6 years	105	41	22	38	**	**	33	41	14	20	**	26	31	18	26	75	21	13	**	25	33	
	17%	20%	18%	17%	**	**	15%	19%	16%	15%	**	17%	19%	18%	15%	17%	17%	16%	**	22%	18%	
More than 6 years, up to 10 years	107	32	28	36	**	**	42	39	17	19	**	25	35	20	20	80	22	9	**	15	40	
	17%	16%	22%	16%	**	**	20%	19%	20%	15%	**	17%	21% n	20%	12%	18%	18%	10%	**	13%	21% q	
More than 10 years	146	45	28	59	**	**	51	53	25	38	**	35	38	25	42	108	29	16	**	26	47	
	24%	22%	22%	27%	**	**	24%	25%	28%	29%	**	23%	23%	25%	25%	24%	23%	20%	**	23%	25%	
Don't know	19	12	2	4	**	**	2	9	4	7	**	4	3	2	8	14	4	7	**	2	4	
	3%	6% c	2%	2%	**	**	1%	4% f	5% f	5% f	**	3%	2%	2%	5%	3%	3%	8% st	**	2%	2%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 161**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT3a. Approximately how much would you estimate your household spends each month for your multi-channel TV service? IF NECESSARY - Please include all programme subscriptions and any other TV services such as pay to view, BUT please EXCLUDE any installation, internet or landline phone costs.**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

		TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
						LONGER														
		Total	VERY a	QUITE b	NOT ~c	LAST YEAR ~d	AGO ~e	EVER ~f	NEVER g	YES ~h	NO ~i	ACTIVE /OPEN ~j	NOT INT'TED k	YES ~l	NO m	UP TO £30 n	£31-£40 ~o	£41+ p	MALE q	FEMALE r
Significance Level: 95%																				
Unweighted total		449	221	186	40	5	44	49	400	11	38	70	374	46	390	148	75	185	231	218
Effective Weighted Sample		324	152	141	30	4	37	41	283	9	32	38	294	36	278	96	65	143	184	146
Total		289	141	118	28	4	28	32	257	8	24	49	235	29	251	107	46	109	142	147
Up to £10	(7.0)	3	1	2	**	**	**	**	3	**	**	**	3	**	3	3	**	-	1	2
		1%	1%	2%	**	**	**	**	1%	**	**	**	1%	**	1%	3%	**	-%	1%	1%
£11-£15	(12.5)	7	2	3	**	**	**	**	6	**	**	**	7	**	7	7	**	-	2	5
		2%	2%	3%	**	**	**	**	2%	**	**	**	3%	**	3%	6%	**	-%	1%	3%
£16-£20	(17.5)	22	10	9	**	**	**	**	18	**	**	**	20	**	20	22	**	-	9	12
		8%	7%	8%	**	**	**	**	7%	**	**	**	8%	**	8%	20%	**	-%	7%	8%
£21-£25	(22.5)	50	27	18	**	**	**	**	44	**	**	**	37	**	43	50	**	-	21	30
		17%	19%	15%	**	**	**	**	17%	**	**	**	16%	**	17%	47%	**	-%	14%	20%
£26-£30	(27.5)	24	12	7	**	**	**	**	23	**	**	**	19	**	23	24	**	-	14	10
		8%	9%	6%	**	**	**	**	9%	**	**	**	8%	**	9%	23%	**	-%	10%	7%
£31-£35	(32.5)	23	16	7	**	**	**	**	19	**	**	**	21	**	20	-	**	-	9	14
		8%	11%	6%	**	**	**	**	8%	**	**	**	9%	**	8%	-%	**	-%	6%	10%
£36-£40	(37.5)	23	7	13	**	**	**	**	22	**	**	**	18	**	21	-	**	-	10	13
		8%	5%	11%	**	**	**	**	8%	**	**	**	8%	**	8%	-%	**	-%	7%	9%
£41-£45	(42.5)	18	7	11	**	**	**	**	16	**	**	**	14	**	15	-	**	18	10	8
		6%	5%	9%	**	**	**	**	6%	**	**	**	6%	**	6%	-%	**	16%	7%	5%
£46-£50	(47.5)	33	17	10	**	**	**	**	32	**	**	**	26	**	26	-	**	33	17	16
		11%	12%	9%	**	**	**	**	12%	**	**	**	11%	**	11%	-%	**	30%	12%	11%
More than £50	(52.5)	58	27	27	**	**	**	**	49	**	**	**	49	**	50	-	**	58	37	22
		20%	19%	23%	**	**	**	**	19%	**	**	**	21%	**	20%	-%	**	54%	26%	15%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

n

r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 161**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT3a. Approximately how much would you estimate your household spends each month for your multi-channel TV service? IF NECESSARY - Please include all programme subscriptions and any other TV services such as pay to view, BUT please EXCLUDE any installation, internet or landline phone costs.**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY a	QUITE b	NOT ~c	LAST YEAR ~d	AGO ~e	EVER ~f	NEVER g	YES ~h	NO ~i	ACTIVE /OPEN ~j	NOT INT'TED k	YES ~l	NO m	UP TO £30 n	£31-£40 ~o	£41+ p	MALE q	FEMALE r
Significance Level: 95%																			
Unweighted total	449	221	186	40	5	44	49	400	11	38	70	374	46	390	148	75	185	231	218
Effective Weighted Sample	324	152	141	30	4	37	41	283	9	32	38	294	36	278	96	65	143	184	146
Total	289	141	118	28	4	28	32	257	8	24	49	235	29	251	107	46	109	142	147
Don't know	27 9%	14 10%	10 8%	**	**	**	**	24 9%	**	**	**	21 9%	**	24 9%	- -%	**	- -%	11 8%	16 11%
Mean score	35.5	35.2	36.3	**	**	**	**	35.5	**	**	**	35.5	**	35.1	21.5	**	49.4 n	37.5 r	33.5
Standard deviation	13.31	13.15	13.57	**	**	**	**	13.21	**	**	**	13.48	**	13.37	4.89	**	3.76	13.23	13.12
Standard error	.66	.93	1.04	**	**	**	**	.69	**	**	**	.73	**	.71	.40	**	.28	.91	.94
Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r																			

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 161**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT3a. Approximately how much would you estimate your household spends each month for your multi-channel TV service? IF NECESSARY - Please include all programme subscriptions and any other TV services such as pay to view, BUT please EXCLUDE any installation, internet or landline phone costs.**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

		TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
			a	~b	c	~d	~e	f	g	~h	~i	~j	k	l	m	~n	o	~p	~q	~r	~s	t
Significance Level: 95%																						
Unweighted total		449	138	92	166	53	8	134	226	56	75	19	105	130	111	82	335	90	46	37	81	164
Effective Weighted Sample		324	109	68	113	41	7	124	213	53	70	18	90	96	72	57	240	66	41	31	56	139
Total		289	78	61	116	33	22	116	101	31	43	12	72	86	53	66	217	53	29	21	55	102
Up to £10	(7.0)	3	*	**	2	**	**	2	1	**	**	**	-	2	1	**	3	**	**	**	**	2
		1%	*%	**	2%	**	**	2%	1%	**	**	**	-%	2%	2%	**	2%	**	**	**	**	2%
£11-£15	(12.5)	7	4	**	1	**	**	3	1	**	**	**	1	3	2	**	6	**	**	**	**	2
		2%	5%	**	1%	**	**	2%	1%	**	**	**	2%	3%	4%	**	3%	**	**	**	**	2%
			c																			
£16-£20	(17.5)	22	8	**	8	**	**	10	8	**	**	**	7	6	2	**	16	**	**	**	**	5
		8%	10%	**	7%	**	**	8%	8%	**	**	**	10%	7%	4%	**	7%	**	**	**	**	5%
£21-£25	(22.5)	50	10	**	21	**	**	23	10	**	**	**	9	17	6	**	37	**	**	**	**	8
		17%	13%	**	18%	**	**	20%	10%	**	**	**	12%	20%	12%	**	17%	**	**	**	**	8%
								g														
£26-£30	(27.5)	24	6	**	13	**	**	12	8	**	**	**	5	8	6	**	14	**	**	**	**	10
		8%	8%	**	11%	**	**	10%	8%	**	**	**	7%	9%	11%	**	7%	**	**	**	**	10%
£31-£35	(32.5)	23	5	**	6	**	**	13	7	**	**	**	6	7	5	**	20	**	**	**	**	9
		8%	6%	**	5%	**	**	11%	7%	**	**	**	8%	8%	9%	**	9%	**	**	**	**	9%
£36-£40	(37.5)	23	9	**	6	**	**	9	11	**	**	**	6	9	3	**	15	**	**	**	**	9
		8%	11%	**	5%	**	**	8%	11%	**	**	**	8%	10%	6%	**	7%	**	**	**	**	9%
£41-£45	(42.5)	18	5	**	5	**	**	4	7	**	**	**	2	7	3	**	16	**	**	**	**	5
		6%	7%	**	4%	**	**	3%	7%	**	**	**	3%	9%	6%	**	7%	**	**	**	**	5%
£46-£50	(47.5)	33	9	**	11	**	**	9	14	**	**	**	10	5	10	**	23	**	**	**	**	15
		11%	12%	**	10%	**	**	8%	14%	**	**	**	14%	6%	19%	**	11%	**	**	**	**	14%
More than £50	(52.5)	58	9	**	33	**	**	24	27	**	**	**	20	16	10	**	43	**	**	**	**	32
		20%	12%	**	29%	**	**	21%	26%	**	**	**	28%	18%	19%	**	20%	**	**	**	**	31%
					a																	
Don't know		27	12	**	7	**	**	8	8	**	**	**	5	6	5	**	23	**	**	**	**	6
		9%	15%	**	6%	**	**	7%	8%	**	**	**	8%	7%	9%	**	10%	**	**	**	**	5%
			c																			

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 161**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT3a. Approximately how much would you estimate your household spends each month for your multi-channel TV service? IF NECESSARY - Please include all programme subscriptions and any other TV services such as pay to view, BUT please EXCLUDE any installation, internet or landline phone costs.**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE a	PASSIVE ~b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 ~h	65+ ~i	75+ ~j	AB k	C1 l	C2 m	DE ~n	o	p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ t
Significance Level: 95%																					
Unweighted total	449	138	92	166	53	8	134	226	56	75	19	105	130	111	82	335	90	46	37	81	164
Effective Weighted Sample	324	109	68	113	41	7	124	213	53	70	18	90	96	72	57	240	66	41	31	56	139
Total	289	78	61	116	33	22	116	101	31	43	12	72	86	53	66	217	53	29	21	55	102
Mean score	35.5	33.7	**	36.5	**	**	34.0	38.6	**	**	**	37.7	33.9	37.1	**	35.4	**	**	**	**	39.2
							f					l									
Standard deviation	13.31	13.11	**	13.98	**	**	13.45	12.98	**	**	**	13.6	13.2	13.1	**	13.47	**	**	**	**	13.33
Standard error	.66	1.21	**	1.12	**	**	1.20	.90	**	**	**	1.39	1.21	1.29	**	.77	**	**	**	**	1.07
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																					

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 162**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT3b. Do you have a contract with (TV SERVICE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	~f	g	~h	~i	~j	k	~l	m	n	~o	p	q	r
Unweighted total	449	221	186	40	5	44	49	400	11	38	70	374	46	390	148	75	185	231	218
Effective Weighted Sample	324	152	141	30	4	37	41	283	9	32	38	294	36	278	96	65	143	184	146
Total	289	141	118	28	4	28	32	257	8	24	49	235	29	251	107	46	109	142	147
No, don't have a contract	144	70	57	**	**	**	**	131	**	**	**	116	**	124	51	**	58	82	62
	50%	49%	48%	**	**	**	**	51%	**	**	**	50%	**	50%	48%	**	53%	58%	42%
Within the next month	4	2	2	**	**	**	**	4	**	**	**	2	**	3	1	**	1	2	2
	2%	1%	2%	**	**	**	**	2%	**	**	**	1%	**	1%	1%	**	1%	1%	2%
In 1-3 months	5	2	2	**	**	**	**	5	**	**	**	4	**	3	3	**	2	2	3
	2%	2%	2%	**	**	**	**	2%	**	**	**	2%	**	1%	2%	**	2%	1%	2%
In 4-6 months	12	5	7	**	**	**	**	11	**	**	**	11	**	12	6	**	5	4	9
	4%	4%	6%	**	**	**	**	4%	**	**	**	5%	**	5%	5%	**	4%	3%	6%
In 7-12 months	31	15	13	**	**	**	**	26	**	**	**	27	**	25	15	**	10	14	17
	11%	11%	11%	**	**	**	**	10%	**	**	**	11%	**	10%	14%	**	9%	10%	11%
In more than 12 months	15	8	5	**	**	**	**	13	**	**	**	13	**	12	4	**	8	10	6
	5%	5%	4%	**	**	**	**	5%	**	**	**	5%	**	5%	4%	**	7%	7%	4%
Not sure when contract runs out	54	29	23	**	**	**	**	46	**	**	**	42	**	48	20	**	22	22	32
	19%	20%	19%	**	**	**	**	18%	**	**	**	18%	**	19%	19%	**	20%	16%	22%
Don't know if I have a contract	23	11	10	**	**	**	**	20	**	**	**	20	**	22	8	**	3	7	16
	8%	8%	8%	**	**	**	**	8%	**	**	**	8%	**	9%	8%	**	3%	5%	11%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 162**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT3b. Do you have a contract with (TV SERVICE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	~b	c	~d	~e	f	g	~h	~i	~j	k	l	m	~n	o	~p	~q	~r	~s	t	
Unweighted total	449	138	92	166	53	8	134	226	56	75	19	105	130	111	82	335	90	46	37	81	164	
Effective Weighted Sample	324	109	68	113	41	7	124	213	53	70	18	90	96	72	57	240	66	41	31	56	139	
Total	289	78	61	116	33	22	116	101	31	43	12	72	86	53	66	217	53	29	21	55	102	
No, don't have a contract	144	41	**	58	**	**	61	56	**	**	**	38	45	27	**	110	**	**	**	**	58	
	50%	52%	**	50%	**	**	53%	55%	**	**	**	54%	52%	52%	**	51%	**	**	**	**	57%	
Within the next month	4	-	**	3	**	**	2	2	**	**	**	-	1	*	**	2	**	**	**	**	1	
	2%	-%	**	2%	**	**	1%	2%	**	**	**	-%	2%	1%	**	1%	**	**	**	**	1%	
In 1-3 months	5	2	**	2	**	**	2	1	**	**	**	*	1	1	**	3	**	**	**	**	1	
	2%	2%	**	2%	**	**	2%	1%	**	**	**	1%	1%	2%	**	1%	**	**	**	**	1%	
In 4-6 months	12	4	**	5	**	**	4	4	**	**	**	2	7	2	**	11	**	**	**	**	4	
	4%	6%	**	4%	**	**	3%	4%	**	**	**	3%	8%	4%	**	5%	**	**	**	**	4%	
In 7-12 months	31	4	**	10	**	**	13	7	**	**	**	10	11	4	**	23	**	**	**	**	8	
	11%	6%	**	8%	**	**	11%	7%	**	**	**	14%	12%	7%	**	10%	**	**	**	**	8%	
In more than 12 months	15	1	**	5	**	**	6	4	**	**	**	3	4	4	**	13	**	**	**	**	6	
	5%	1%	**	4%	**	**	5%	4%	**	**	**	4%	5%	7%	**	6%	**	**	**	**	6%	
Not sure when contract runs out	54	15	**	24	**	**	21	16	**	**	**	12	12	10	**	42	**	**	**	**	18	
	19%	19%	**	21%	**	**	18%	16%	**	**	**	17%	14%	20%	**	20%	**	**	**	**	18%	
Don't know if I have a contract	23	11	**	9	**	**	8	11	**	**	**	5	5	4	**	12	**	**	**	**	6	
	8%	14%	**	8%	**	**	6%	11%	**	**	**	7%	6%	7%	**	6%	**	**	**	**	6%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 163**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT5. How satisfied are you with the OVERALL SERVICE PROVIDED by (TV SERVICE PROVIDER)? Would you say you are...**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	j	k	~l	m	n	~o	p	q	r
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
Base for % (Unweighted and weighted)	937	483	360	**	**	**	110	827	**	**	112	814	**	831	147	**	185	480	457
	612	316	234	62	14	58	72	540	15	57	84	521	48	542	106	45	109	305	307
Very satisfied	316	316	-	**	**	**	40	276	**	**	33	282	**	288	53	**	51	155	162
	52%	100%	-%	**	**	**	56%	51%	**	**	39%	54%	**	53%	50%	**	47%	51%	53%
		b									j								
Fairly satisfied	234	-	234	**	**	**	24	210	**	**	37	195	**	203	40	**	49	117	117
	38%	-%	100%	**	**	**	34%	39%	**	**	44%	37%	**	37%	37%	**	45%	38%	38%
			a																
TOTAL SATISFIED	551	316	234	**	**	**	65	486	**	**	70	477	**	492	92	**	100	272	279
	90%	100%	100%	**	**	**	90%	90%	**	**	83%	91%	**	91%	87%	**	92%	89%	91%
											j								
Neither	34	-	-	**	**	**	6	28	**	**	7	27	**	29	5	**	5	16	18
	6%	-%	-%	**	**	**	9%	5%	**	**	8%	5%	**	5%	4%	**	4%	5%	6%
Fairly dissatisfied	18	-	-	**	**	**	-	18	**	**	6	10	**	13	6	**	3	10	7
	3%	-%	-%	**	**	**	-%	3%	**	**	7%	2%	**	2%	6%	**	3%	3%	2%
											k								
Very dissatisfied	10	-	-	**	**	**	1	9	**	**	1	8	**	9	3	**	1	7	3
	2%	-%	-%	**	**	**	1%	2%	**	**	1%	2%	**	2%	2%	**	1%	2%	1%
TOTAL DISSATISFIED	28	-	-	**	**	**	1	27	**	**	7	18	**	22	9	**	4	17	11
	5%	-%	-%	**	**	**	1%	5%	**	**	9%	3%	**	4%	8%	**	4%	6%	3%
											k								
Don't know	4	-	-	**	**	**	*	4	**	**	-	4	**	4	*	**	-	1	4

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 163**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT5. How satisfied are you with the OVERALL SERVICE PROVIDED by (TV SERVICE PROVIDER)? Would you say you are...**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE a	PASSIVE b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ ~j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K q	£11.5K-£17.5K ~r	£17.5K-£29.9K s	£30K+ t	
Significance Level: 95%																						
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
Base for % (Unweighted and weighted)	937	352	173	321	**	**	236	455	148	220	**	217	241	222	205	682	200	120	**	162	295	
	612	202	128	220	62	45	217	208	86	130	44	151	163	101	169	446	123	82	56	114	188	
Very satisfied	316	82	66	137	**	**	111	105	46	69	**	77	78	52	92	243	55	46	**	53	100	
	52%	40%	52% a	62% a	**	**	51%	50%	53%	53%	**	51%	48%	52%	54%	54%	45%	55%	**	47%	53%	
Fairly satisfied	234	81	60	72	**	**	82	77	33	51	**	56	73	35	59	160	55	27	**	48	72	
	38%	40%	47% c	33%	**	**	38%	37%	39%	39%	**	37%	45%	35%	35%	36%	45%	32%	**	42%	38%	
TOTAL SATISFIED	551	162	126	209	**	**	193	182	79	120	**	133	151	87	150	402	110	72	**	101	172	
	90%	80%	99% a	95% a	**	**	89%	88%	92%	92%	**	88%	93%	87%	89%	90%	90%	88%	**	89%	91%	
Neither	34	23	-	8	**	**	10	17	3	5	**	9	7	9	8	22	8	3	**	6	10	
	6%	11% bc	-%	3%	**	**	5%	8% i	4%	4%	**	6%	4%	9%	5%	5%	6%	4%	**	5%	5%	
Fairly dissatisfied	18	11	1	2	**	**	10	6	2	2	**	5	4	3	6	15	3	3	**	7	4	
	3%	5% bc	1%	1%	**	**	4%	3%	2%	2%	**	3%	3%	3%	4%	3%	2%	4%	**	6%	2%	
Very dissatisfied	10	7	1	2	**	**	4	3	2	3	**	3	*	2	4	7	2	3	**	-	2	
	2%	3% c	1%	1%	**	**	2%	1%	2%	2%	**	2%	1%	2%	2%	1%	2%	4% s	**	-%	1%	
TOTAL DISSATISFIED	28	17	2	4	**	**	13	9	3	5	**	8	5	5	10	22	5	7	**	7	6	
	5%	9% bc	1%	2%	**	**	6%	4%	4%	4%	**	5%	3%	5%	6%	5%	4%	8%	**	6%	3%	
Don't know	4	4	-	-	**	**	-	2	1	2	**	1	2	-	2	4	*	2	**	-	*	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 164**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (TV SERVICE PROVIDER)? Would you say you are...**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	j	k	~l	m	n	~o	p	q	r
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
Base for % (Unweighted and weighted)	923	473	355	**	**	**	110	813	**	**	111	801	**	818	146	**	184	475	448
	603	311	230	60	14	57	71	532	15	56	83	513	47	534	105	46	109	302	301
Very satisfied	290	216	65	**	**	**	39	251	**	**	26	261	**	263	29	**	23	150	140
	48%	69%	28%	**	**	**	55%	47%	**	**	31%	51%	**	49%	28%	**	21%	50%	46%
		b									j								
Fairly satisfied	191	75	102	**	**	**	22	169	**	**	26	164	**	176	39	**	42	98	93
	32%	24%	44%	**	**	**	30%	32%	**	**	31%	32%	**	33%	37%	**	39%	33%	31%
			a																
TOTAL SATISFIED	481	291	168	**	**	**	60	420	**	**	51	425	**	439	68	**	65	248	233
	80%	94%	73%	**	**	**	85%	79%	**	**	62%	83%	**	82%	65%	**	60%	82%	77%
		b									j								
Neither	59	11	31	**	**	**	8	51	**	**	12	47	**	45	18	**	17	24	34
	10%	3%	13%	**	**	**	11%	10%	**	**	14%	9%	**	8%	17%	**	15%	8%	11%
			a																
Fairly dissatisfied	46	7	26	**	**	**	2	43	**	**	13	32	**	36	13	**	19	19	26
	8%	2%	11%	**	**	**	3%	8%	**	**	16%	6%	**	7%	12%	**	18%	6%	9%
			a								k								
Very dissatisfied	18	2	5	**	**	**	1	17	**	**	6	9	**	15	6	**	7	10	8
	3%	1%	2%	**	**	**	1%	3%	**	**	8%	2%	**	3%	6%	**	7%	3%	3%
											k								
TOTAL DISSATISFIED	64	9	32	**	**	**	3	61	**	**	20	41	**	51	19	**	27	30	34
	11%	3%	14%	**	**	**	5%	11%	**	**	24%	8%	**	10%	18%	**	25%	10%	11%
			a								k								
Don't know	13	5	4	**	**	**	1	12	**	**	1	12	**	12	1	**	*	4	9

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 164**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (TV SERVICE PROVIDER)? Would you say you are...**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE a	PASSIVE b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ ~j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K q	£11.5K-£17.5K ~r	£17.5K-£29.9K s	£30K+ t	
Significance Level: 95%																						
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
Base for % (Unweighted and weighted)	923	345	171	316	**	**	234	450	145	213	**	213	241	219	199	674	195	116	**	159	295	
	603	199	127	216	62	45	215	205	84	126	41	149	162	100	164	440	121	80	55	113	188	
Very satisfied	290	86	59	116	**	**	101	97	42	68	**	77	65	47	87	213	62	45	**	46	87	
	48%	44%	47%	54% a	**	**	47%	47%	50%	54%	**	52% l	40%	47%	53% l	48%	52%	56% s	**	41%	46%	
Fairly satisfied	191	69	46	60	**	**	58	67	31	42	**	36	56	30	55	143	29	27	**	41	58	
	32%	35%	36%	28%	**	**	27%	33%	36%	33%	**	25%	34%	30%	34%	33%	24%	33%	**	37%	31%	
TOTAL SATISFIED	481	156	105	176	**	**	159	164	73	110	**	113	121	76	142	356	91	71	**	87	145	
	80%	79%	83%	82%	**	**	74%	80%	86% f	88% fg	**	76%	75%	77%	87% klm	81%	76%	89% st	**	78%	77%	
Neither	59	23	9	19	**	**	29	17	5	7	**	17	21	13	7	41	11	3	**	10	23	
	10%	12%	7%	9%	**	**	14% ghi	8%	6%	6%	**	11% n	13% n	13% n	4%	9%	9%	4%	**	9%	12% q	
Fairly dissatisfied	46	12	11	15	**	**	19	18	4	4	**	10	17	8	11	32	12	4	**	12	13	
	8%	6%	8%	7%	**	**	9% i	9% i	4%	3%	**	7%	10%	8%	7%	7%	10%	5%	**	10%	7%	
Very dissatisfied	18	7	2	6	**	**	8	6	3	5	**	9	3	2	4	11	6	2	**	4	7	
	3%	4%	2%	3%	**	**	4%	3%	3%	4%	**	6%	2%	2%	2%	2%	5%	2%	**	3%	4%	
TOTAL DISSATISFIED	64	20	13	21	**	**	27	24	6	9	**	18	20	11	15	42	18	5	**	15	20	
	11%	10%	10%	10%	**	**	12%	12%	8%	7%	**	12%	12%	11%	9%	10%	15%	7%	**	14%	11%	
Don't know	13	8	1	4	**	**	2	5	3	7	**	3	3	1	7	10	3	5	**	1	*	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 165**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT5b. And how satisfied are you with the RELIABILITY of your service from (TV SERVICE PROVIDER)? Would you say you are...**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
					LAST YEAR	AGO	EVER	NEVER											
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	j	k	~l	m	n	~o	p	q	r
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
Base for % (Unweighted and weighted)	939	483	358	**	**	**	111	828	**	**	112	816	**	833	148	**	184	478	461
	613	316	233	61	14	58	72	541	15	57	84	522	48	543	107	46	109	304	309
Very satisfied	360	262	86	**	**	**	44	316	**	**	38	317	**	328	61	**	65	178	182
	59%	83%	37%	**	**	**	61%	58%	**	**	45%	61%	**	60%	57%	**	60%	59%	59%
		b									j								
Fairly satisfied	203	52	123	**	**	**	23	180	**	**	36	166	**	173	41	**	37	101	102
	33%	16%	53%	**	**	**	32%	33%	**	**	43%	32%	**	32%	38%	**	34%	33%	33%
			a																
TOTAL SATISFIED	563	314	209	**	**	**	67	496	**	**	74	483	**	501	102	**	102	279	284
	92%	99%	90%	**	**	**	93%	92%	**	**	88%	93%	**	92%	96%	**	94%	92%	92%
		b																	
Neither	31	1	16	**	**	**	3	27	**	**	6	24	**	26	3	**	5	15	15
	5%	*%	7%	**	**	**	5%	5%	**	**	7%	5%	**	5%	3%	**	4%	5%	5%
			a																
Fairly dissatisfied	15	1	6	**	**	**	-	15	**	**	4	11	**	13	-	**	1	9	6
	2%	*%	3%	**	**	**	-%	3%	**	**	5%	2%	**	2%	-%	**	1%	3%	2%
			a																
Very dissatisfied	4	-	2	**	**	**	2	3	**	**	-	4	**	3	2	**	*	1	3
	1%	-%	1%	**	**	**	2%	*%	**	**	-%	1%	**	1%	2%	**	*%	*%	1%
TOTAL DISSATISFIED	19	1	7	**	**	**	2	18	**	**	4	15	**	16	2	**	2	10	9
	3%	*%	3%	**	**	**	2%	3%	**	**	5%	3%	**	3%	2%	**	2%	3%	3%
			a																
Don't know	4	-	1	**	**	**	-	4	**	**	-	4	**	4	-	**	1	2	2

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 165**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT5b. And how satisfied are you with the RELIABILITY of your service from (TV SERVICE PROVIDER)? Would you say you are...**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE a	PASSIVE b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ ~j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K q	£11.5K-£17.5K ~r	£17.5K-£29.9K s	£30K+ t	
Significance Level: 95%																						
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
Base for % (Unweighted and weighted)	939	354	173	321	**	**	236	457	149	220	**	218	245	221	203	685	201	121	**	162	295	
	613	203	128	220	62	45	217	209	87	130	43	151	165	100	167	447	123	83	56	114	188	
Very satisfied	360	100	78	151	**	**	127	117	52	77	**	93	91	55	102	268	70	49	**	64	114	
	59%	49%	61%	69%	**	**	59%	56%	60%	60%	**	62%	55%	55%	61%	60%	57%	60%	**	57%	60%	
Fairly satisfied	203	75	44	59	**	**	65	72	31	48	**	45	55	37	56	147	39	24	**	39	60	
	33%	37%	34%	27%	**	**	30%	34%	36%	37%	**	30%	34%	36%	34%	33%	32%	30%	**	35%	32%	
TOTAL SATISFIED	563	175	122	210	**	**	192	188	83	125	**	138	147	92	158	415	110	74	**	104	174	
	92%	86%	95%	95%	**	**	89%	90%	96%	96%	**	91%	89%	91%	95%	93%	89%	89%	**	91%	92%	
Neither	31	17	3	7	**	**	16	11	2	3	**	8	14	3	4	20	6	4	**	6	9	
	5%	8%	2%	3%	**	**	7%	5%	3%	2%	**	6%	9%	3%	3%	5%	5%	5%	**	6%	5%	
Fairly dissatisfied	15	8	2	3	**	**	7	6	1	2	**	4	2	4	4	8	6	4	**	3	5	
	2%	4%	1%	1%	**	**	3%	3%	1%	1%	**	3%	1%	4%	2%	2%	5%	5%	**	3%	3%	
Very dissatisfied	4	3	1	-	**	**	1	3	-	-	**	*	2	1	1	3	1	1	**	*	*	
	1%	1%	1%	-%	**	**	*%	2%	-%	-%	**	*%	1%	1%	*%	1%	1%	1%	**	*%	*%	
TOTAL DISSATISFIED	19	11	3	3	**	**	8	9	1	2	**	4	4	6	5	12	7	5	**	4	5	
	3%	5%	2%	1%	**	**	4%	4%	1%	1%	**	3%	2%	6%	3%	3%	6%	6%	**	3%	3%	
Don't know	4	4	-	-	**	**	-	2	1	2	**	-	-	*	4	3	-	2	**	-	*	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 166**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7. Have you or your household ever CHANGED the company that provides your MAIN television service? IF YES - When did you most recently change supplier for your TV service?**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	j	k	~l	m	n	~o	p	q	r
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
Yes - in the last 6 months	8 1%	4 1%	3 1%	** **	** **	** **	8 10%	- -%	** **	** **	1 1%	7 1%	** **	- -%	2 2%	** **	- -%	4 1%	4 1%
Yes - 6-12 months ago	7 1%	4 1%	2 1%	** **	** **	** **	7 9%	- -%	** **	** **	- -%	7 1%	** **	- -%	1 *%	** **	1 1%	2 1%	5 2%
Yes - 1-2 years ago	16 3%	11 3%	3 1%	** **	** **	** **	16 22%	- -%	** **	** **	* 1%	16 3%	** **	15 3%	1 1%	** **	2 2%	6 2%	10 3%
Yes - 3-4 years ago	9 2%	4 1%	4 2%	** **	** **	** **	9 13%	- -%	** **	** **	4 5%	5 1%	** **	8 1%	1 1%	** **	1 1%	6 2%	3 1%
Yes - more than 4 years ago	32 5%	18 6%	12 5%	** **	** **	** **	32 45%	- -%	** **	** **	1 2%	31 6%	** **	26 5%	7 6%	** **	8 7%	19 6%	14 4%
No - never changed supplier	544 88%	276 87%	210 90%	** **	** **	** **	- -%	544 100%	** **	** **	76 91%	461 88%	** **	497 91%	95 89%	** **	97 89%	269 88%	276 89%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 166**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7. Have you or your household ever CHANGED the company that provides your MAIN television service? IF YES - When did you most recently change supplier for your TV service?**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE a	PASSIVE b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ ~j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K q	£11.5K-£17.5K ~r	£17.5K-£29.9K s	£30K+ t	
Significance Level: 95%																						
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
Yes - in the last 6 months	8 1%	- -%	- -%	4 2% a	** **	** **	3 2%	2 1%	1 1%	1 1%	** **	- -%	2 2%	1 1%	2 1%	5 1%	1 1%	- -%	** **	* *%	1 *%	
Yes - 6-12 months ago	7 1%	- -%	- -%	3 1% a	** **	** **	3 2%	3 1%	1 1%	1 1%	** **	2 2%	1 1%	2 2%	1 *%	4 1%	3 2%	- -%	** **	2 2%	3 2%	
Yes - 1-2 years ago	16 3%	- -%	- -%	9 4% ab	** **	** **	7 3%	8 4%	1 1%	2 1%	** **	7 5%	3 2%	3 3%	3 2%	15 3%	1 1%	3 3%	** **	1 1%	7 4%	
Yes - 3-4 years ago	9 2%	- -%	- -%	2 1%	** **	** **	4 2%	3 1%	- -%	- -%	** **	5 3% l	* *%	1 1%	4 2%	7 2%	1 1%	1 1%	** **	1 1%	5 3%	
Yes - more than 4 years ago	32 5%	11 5%	9 7%	7 3%	** **	** **	13 6%	13 6%	4 4%	5 4%	** **	9 6%	11 7%	2 2%	8 5%	27 6%	5 4%	3 3%	** **	4 4%	15 8%	
No - never changed supplier	544 88%	195 95% c	119 93%	195 88%	** **	** **	187 86%	182 87%	81 93%	123 93% fg	** **	128 85%	146 89%	91 91%	153 90%	392 87%	112 91%	78 93% t	** **	105 92% t	157 83%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 167**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQT7a. Did you make this change of provider for your television service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the TV service you changed most recently**

Base : Those who have ever changed TV service provider

		TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%	Total	~a	~b	~c	~d	~e	f	~g	~h	~i	~j	k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	111	65	37	8	22	89	111	-	20	91	8	103	12	76	17	8	19	57	54
Effective Weighted Sample	88	55	27	7	19	69	88	-	17	71	5	87	10	58	14	7	16	43	46
Total	72	40	24	7	14	58	72	-	15	57	7	65	7	50	12	5	12	37	35
Yes	15	**	**	**	**	**	15	-	**	**	**	13	**	**	**	**	**	**	**
	21%	**	**	**	**	**	21%	-%	**	**	**	20%	**	**	**	**	**	**	**
No	57	**	**	**	**	**	57	-	**	**	**	52	**	**	**	**	**	**	**
	79%	**	**	**	**	**	79%	-%	**	**	**	80%	**	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 167**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQT7a. Did you make this change of provider for your television service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the TV service you changed most recently**

Base : Those who have ever changed TV service provider

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	111	19	12	41	39	1	33	60	11	15	4	29	32	22	23	89	18	10	13	15	48	
Effective Weighted Sample	88	16	11	34	28	1	31	53	10	14	4	22	28	18	21	69	16	9	11	12	35	
Total	72	11	9	25	27	3	30	28	7	9	3	23	18	9	18	58	11	6	9	9	31	
Yes	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	57	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	79%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 168**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQT7b. Could you have CHOSEN to stay with your previous supplier when you moved?**

Base : Those who have changed their TV service provider in the last 12 months at the same time as moving home

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
					LAST YEAR	AGO	EVER	NEVER											
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	
Unweighted total	1	-	-	1	1	-	1	-	1	-	-	1	-	-	-	-	-	1	-
Effective Weighted Sample	1	-	-	1	1	-	1	-	1	-	-	1	-	-	-	-	-	1	-
Total	1	-	-	1	1	-	1	-	1	-	-	1	-	-	-	-	-	1	-
Yes	**	-	-	**	**	-	**	-	**	-	-	**	-	-	-	-	-	**	-
	**	-%	-%	**	**	-%	**	-%	**	-%	-%	**	-%	-%	-%	-%	-%	**	-%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 168**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQT7b. Could you have CHOSEN to stay with your previous supplier when you moved?**

Base : Those who have changed their TV service provider in the last 12 months at the same time as moving home

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	1	-	
Effective Weighted Sample	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	1	-	
Total	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	1	-	
Yes	**	-	-	**	-	-	**	-	-	-	-	-	-	**	-	**	-	-	-	**	-	
	**	-%	-%	**	-%	-%	**	-%	-%	-%	-%	-%	-%	**	-%	**	-%	-%	-%	**	-%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 169**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQT7c. Which provider did you use for your TV service before switching to (TV SERVICE PROVIDER)?**

Base : Those who have changed their TV service provider in the last 12 months

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	22	11	9	2	22	-	22	-	1	21	1	21	-	-	3	1	1	9	13
Effective Weighted Sample	19	10	8	2	19	-	19	-	1	18	1	18	-	-	3	1	1	8	11
Total	14	7	5	2	14	-	14	-	1	13	1	13	-	-	2	*	1	6	8
Sky	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Virgin Media/ NTL/ Telewest	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Top-Up-TV	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
BT Vision	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Other	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 169**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQT7c. Which provider did you use for your TV service before switching to (TV SERVICE PROVIDER)?**

Base : Those who have changed their TV service provider in the last 12 months

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	22	-	-	10	12	-	8	10	2	3	1	4	7	5	4	15	5	-	6	4	8	
Effective Weighted Sample	19	-	-	8	10	-	7	10	2	3	1	3	6	4	4	13	5	-	5	3	7	
Total	14	-	-	7	7	-	7	4	2	2	1	2	4	3	3	9	4	-	4	3	4	
Sky	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
Virgin Media/ NTL/ Telewest	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
Top-Up-TV	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
BT Vision	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
Other	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 170**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQT7da. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed their TV service provider in the last 12 months

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	22	11	9	2	22	-	22	-	1	21	1	21	-	-	3	1	1	9	13
Effective Weighted Sample	19	10	8	2	19	-	19	-	1	18	1	18	-	-	3	1	1	8	11
Total	14	7	5	2	14	-	14	-	1	13	1	13	-	-	2	*	1	6	8
Before I started considering using an alternative provider	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
After I had spoken to my new provider and agreed to switch but not actually placed an order	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
After I had signed up or placed an order with my new provider	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Don't know	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 170**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQT7da. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed their TV service provider in the last 12 months

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	16-24 ~e	25-44 ~f	45-64 ~g	65-74 ~h	65+ ~i	75+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	URBAN ~o	RURAL ~p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ ~t	
Significance Level: 95%																						
Unweighted total	22	-	-	10	12	-	8	10	2	3	1	4	7	5	4	15	5	-	6	4	8	
Effective Weighted Sample	19	-	-	8	10	-	7	10	2	3	1	3	6	4	4	13	5	-	5	3	7	
Total	14	-	-	7	7	-	7	4	2	2	1	2	4	3	3	9	4	-	4	3	4	
Before I started considering using an alternative provider	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
After I had spoken to my new provider and agreed to switch but not actually placed an order	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
After I had signed up or placed an order with my new provider	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
Don't know	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 171**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7db. And did you have to pay an early termination or cancellation charge to (PREVIOUS TV SERVICE PROVIDER) in order to leave your contract with them?**

Base : Those who have changed their TV service provider in the last 12 months

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	LONGER			YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
						AGO	EVER	NEVER											
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	22	11	9	2	22	-	22	-	1	21	1	21	-	-	3	1	1	9	13
Effective Weighted Sample	19	10	8	2	19	-	19	-	1	18	1	18	-	-	3	1	1	8	11
Total	14	7	5	2	14	-	14	-	1	13	1	13	-	-	2	*	1	6	8
Yes	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
No	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Don't know	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 171**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7db. And did you have to pay an early termination or cancellation charge to (PREVIOUS TV SERVICE PROVIDER) in order to leave your contract with them?**

Base : Those who have changed their TV service provider in the last 12 months

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	22	-	-	10	12	-	8	10	2	3	1	4	7	5	4	15	5	-	6	4	8	
Effective Weighted Sample	19	-	-	8	10	-	7	10	2	3	1	3	6	4	4	13	5	-	5	3	7	
Total	14	-	-	7	7	-	7	4	2	2	1	2	4	3	3	9	4	-	4	3	4	
Yes	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
No	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
Don't know	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 172**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQT7d. Did you receive any OTHER services from (PREVIOUS TV SERVICE PROVIDER) as well as your TV service at the time you switched to (TV SERVICE PROVIDER)? IF YES - Which other services did you receive from (PREVIOUS TV SERVICE PROVIDER)?**

Base : Those who have changed their TV service provider in the last 12 months

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY ~a	QUITE ~b	NOT ~c	LAST YEAR ~d	AGO ~e	EVER ~f	NEVER ~g	YES ~h	NO ~i	ACTIVE /OPEN ~j	NOT INT'TED ~k	YES ~l	NO ~m	UP TO £30 ~n	£31-£40 ~o	£41+ ~p	MALE ~q	FEMALE ~r
Significance Level: 95%																			
Unweighted total	22	11	9	2	22	-	22	-	1	21	1	21	-	-	3	1	1	9	13
Effective Weighted Sample	19	10	8	2	19	-	19	-	1	18	1	18	-	-	3	1	1	8	11
Total	14	7	5	2	14	-	14	-	1	13	1	13	-	-	2	*	1	6	8
No, did not receive any other services	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Fixed broadband service	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Landline phone service	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 172**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQT7d. Did you receive any OTHER services from (PREVIOUS TV SERVICE PROVIDER) as well as your TV service at the time you switched to (TV SERVICE PROVIDER)? IF YES - Which other services did you receive from (PREVIOUS TV SERVICE PROVIDER)?**

Base : Those who have changed their TV service provider in the last 12 months

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	16-24 ~e	25-44 ~f	45-64 ~g	65-74 ~h	65+ ~i	75+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	URBAN ~o	RURAL ~p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ ~t
Significance Level: 95%																					
Unweighted total	22	-	-	10	12	-	8	10	2	3	1	4	7	5	4	15	5	-	6	4	8
Effective Weighted Sample	19	-	-	8	10	-	7	10	2	3	1	3	6	4	4	13	5	-	5	3	7
Total	14	-	-	7	7	-	7	4	2	2	1	2	4	3	3	9	4	-	4	3	4
No, did not receive any other services	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**
Fixed broadband service	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**
Landline phone service	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 173**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQT7f. You said you received (SERVICES AT NQT7D) from (PREVIOUS TV SERVICE PROVIDER). Did you get these services as a package/ bundle or separate services?**

Base : Those who received other services from their previous TV service provider at the time they switched

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	7	3	4	-	7	-	7	-	-	7	-	7	-	-	1	1	1	3	4
Effective Weighted Sample	6	3	3	-	6	-	6	-	-	6	-	6	-	-	1	1	1	3	3
Total	5	3	2	-	5	-	5	-	-	5	-	5	-	-	1	*	1	2	3
TV service	**	**	**	-	**	-	**	-	-	**	-	**	-	-	**	**	**	**	**
	**	**	**	-%	**	-%	**	-%	-%	**	-%	**	-%	-%	**	**	**	**	**
Fixed broadband service	**	**	**	-	**	-	**	-	-	**	-	**	-	-	**	**	**	**	**
	**	**	**	-%	**	-%	**	-%	-%	**	-%	**	-%	-%	**	**	**	**	**
Landline phone service	**	**	**	-	**	-	**	-	-	**	-	**	-	-	**	**	**	**	**
	**	**	**	-%	**	-%	**	-%	-%	**	-%	**	-%	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 173**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQT7f. You said you received (SERVICES AT NQT7D) from (PREVIOUS TV SERVICE PROVIDER). Did you get these services as a package/ bundle or separate services?**

Base : Those who received other services from their previous TV service provider at the time they switched

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	7	-	-	5	2	-	3	3	-	-	-	1	2	1	1	4	1	-	2	-	3	
Effective Weighted Sample	6	-	-	4	2	-	3	3	-	-	-	1	2	1	1	3	1	-	2	-	3	
Total	5	-	-	4	2	-	3	1	-	-	-	1	1	*	1	2	1	-	2	-	2	
TV service	**	-	-	**	**	-	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	
	**	-%	-%	**	**	-%	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	
Fixed broadband service	**	-	-	**	**	-	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	
	**	-%	-%	**	**	-%	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	
Landline phone service	**	-	-	**	**	-	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	
	**	-%	-%	**	**	-%	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 174**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7a. And was your previous MAIN television service...**

Base : Those who have changed their TV service provider in the last 12 months

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
					LONGER										UP				
	Total	VERY ~a	QUITE ~b	NOT ~c	LAST YEAR ~d	AGO ~e	EVER ~f	NEVER ~g	YES ~h	NO ~i	ACTIVE /OPEN ~j	NOT INT'TED ~k	YES ~l	NO ~m	TO £30 ~n	£31-£40 ~o	£41+ ~p	MALE ~q	FEMALE ~r
Significance Level: 95%																			
Unweighted total	22	11	9	2	22	-	22	-	1	21	1	21	-	-	3	1	1	9	13
Effective Weighted Sample	19	10	8	2	19	-	19	-	1	18	1	18	-	-	3	1	1	8	11
Total	14	7	5	2	14	-	14	-	1	13	1	13	-	-	2	*	1	6	8
Satellite TV with a subscription (from Sky)	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Cable TV (through Virgin Media/ NTL/ Telewest or other cable TV company)	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
An analogue service - so just channels 1-5	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Freeview, with additional paid content (from Top-Up-TV or BT Vision)	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Satellite TV with no subscription (from Sky)	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Freeview, without additional paid content	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 174**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7a. And was your previous MAIN television service...**

Base : Those who have changed their TV service provider in the last 12 months

		TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	22	-	-	10	12	-	8	10	2	3	1	4	7	5	4	15	5	-	6	4	8	
Effective Weighted Sample	19	-	-	8	10	-	7	10	2	3	1	3	6	4	4	13	5	-	5	3	7	
Total	14	-	-	7	7	-	7	4	2	2	1	2	4	3	3	9	4	-	4	3	4	
Satellite TV with a subscription (from Sky)	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
Cable TV (through Virgin Media/ NTL/ Telewest or other cable TV company)	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
An analogue service - so just channels 1-5	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
Freeview, with additional paid content (from Top-Up-TV or BT Vision)	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
Satellite TV with no subscription (from Sky)	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
Freeview, without additional paid content	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 175**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7c. How easy or difficult was it/ do you think it would be to change the supplier of your main multi-channel TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY a	QUITE b	NOT ~c	LAST YEAR ~d	AGO ~e	EVER f	NEVER g	YES ~h	NO ~i	ACTIVE /OPEN j	NOT INT'TED k	YES ~l	NO m	UP TO £30 n	£31-£40 ~o	£41+ p	MALE q	FEMALE r
Significance Level: 95%																			
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
Very easy	188 30%	112 35%	59 25%	** **	** **	** **	43 59%	145 27%	** **	** **	25 29%	163 31%	** **	153 28%	21 20%	** **	24 22%	114 37%	74 24%
		b					g											r	
Fairly easy	204 33%	104 33%	82 35%	** **	** **	** **	22 31%	181 33%	** **	** **	21 25%	182 35%	** **	188 34%	45 42%	** **	40 36%	101 33%	103 33%
TOTAL EASY	391 63%	216 68%	141 60%	** **	** **	** **	65 90%	326 60%	** **	** **	45 54%	344 66%	** **	342 63%	66 62%	** **	64 59%	215 70%	176 57%
		b					g											r	
Fairly difficult	63 10%	24 7%	33 14%	** **	** **	** **	4 6%	59 11%	** **	** **	17 20%	46 9%	** **	53 10%	14 14%	** **	10 9%	29 9%	34 11%
		a									k								
Very difficult	54 9%	20 6%	27 12%	** **	** **	** **	3 4%	52 10%	** **	** **	12 14%	41 8%	** **	51 9%	13 12%	** **	18 16%	24 8%	30 10%
		a																	
TOTAL DIFFICULT	117 19%	43 14%	60 26%	** **	** **	** **	7 9%	111 20%	** **	** **	29 35%	87 17%	** **	103 19%	27 25%	** **	28 26%	53 17%	64 21%
		a					f				k								
Don't know	108 18%	58 18%	34 14%	** **	** **	** **	* 1%	108 20%	** **	** **	9 11%	94 18%	** **	102 19%	14 13%	** **	17 15%	38 12%	70 22%
							f											q	

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 175**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7c. How easy or difficult was it/ do you think it would be to change the supplier of your main multi-channel TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE a	PASSIVE b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ ~j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K q	£11.5K-£17.5K ~r	£17.5K-£29.9K s	£30K+ t	
Significance Level: 95%																						
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
Very easy	188	53	38	70	**	**	83	66	18	26	**	51	41	36	51	145	32	23	**	32	67	
	30%	26%	30%	32%	**	**	38% hi	31% hi	21%	20%	**	34%	25%	36% l	30%	32%	26%	27%	**	28%	36%	
Fairly easy	204	68	46	72	**	**	62	77	29	43	**	48	53	36	57	152	35	27	**	41	56	
	33%	33%	36%	33%	**	**	28%	37% f	33%	32%	**	32%	32%	36%	34%	34%	28%	32%	**	36%	29%	
TOTAL EASY	391	122	84	142	**	**	145	143	47	69	**	99	94	72	109	297	67	50	**	73	123	
	63%	59%	66%	65%	**	**	67% hi	68% hi	54%	52%	**	66%	57%	72% l	64%	66% p	54%	59%	**	64%	65%	
Fairly difficult	63	17	15	21	**	**	27	15	7	11	**	18	23	5	13	42	15	9	**	17	20	
	10%	8%	11%	9%	**	**	13% g	7%	8%	8%	**	12% m	14% m	5%	8%	9%	12%	11%	**	15%	11%	
Very difficult	54	19	7	24	**	**	18	23	9	13	**	15	17	7	13	37	16	6	**	8	21	
	9%	9%	6%	11%	**	**	8%	11%	11%	10%	**	10%	10%	7%	8%	8%	13%	7%	**	7%	11%	
TOTAL DIFFICULT	117	36	22	45	**	**	45	38	16	23	**	33	40	12	26	78	31	15	**	25	41	
	19%	18%	17%	20%	**	**	21%	18%	19%	18%	**	22% m	24% mn	12%	15%	17%	25% o	18%	**	22%	22%	
Don't know	108	49	22	33	**	**	27	29	24	40	**	18	31	17	36	75	26	20	**	16	25	
	18%	24% c	17%	15%	**	**	12%	14%	27% fq	30% fq	**	12%	19%	17%	21% k	17%	21%	23% t	**	14%	13%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 176**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7c. How easy or difficult was it/ do you think it would be to change the supplier of your main multi-channel TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed TV service provider

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY a	QUITE b	NOT ~c	LAST YEAR ~d	AGO ~e	EVER ~f	NEVER g	YES ~h	NO ~i	ACTIVE /OPEN j	NOT INT'TED k	YES ~l	NO m	UP TO £30 n	£31-£40 ~o	£41+ p	MALE q	FEMALE r
Significance Level: 95%																			
Unweighted total	834	418	323	86	-	-	-	834	-	-	104	719	60	763	131	67	166	424	410
Effective Weighted Sample	568	273	226	65	-	-	-	568	-	-	62	505	47	513	83	58	127	310	263
Total	544	276	210	54	-	-	-	544	-	-	76	461	41	497	95	41	97	269	276
Very easy	145 27%	88 32%	46 22%	** **	- -%	- -%	- -%	145 27%	- -%	- -%	23 29%	122 26%	** **	127 25%	14 14%	** **	17 18%	92 34%	52 19%
Fairly easy	181 33%	91 33%	74 35%	** **	- -%	- -%	- -%	181 33%	- -%	- -%	19 25%	162 35%	** **	171 34%	42 44%	** **	36 37%	90 33%	92 33%
TOTAL EASY	326 60%	179 65%	120 57%	** **	- -%	- -%	- -%	326 60%	- -%	- -%	41 54%	284 62%	** **	297 60%	55 58%	** **	53 54%	182 68%	144 52%
Fairly difficult	59 11%	23 8%	30 14%	** **	- -%	- -%	- -%	59 11%	- -%	- -%	14 19%	44 10%	** **	50 10%	14 15%	** **	10 11%	25 9%	34 12%
Very difficult	52 10%	17 6%	27 13%	** **	- -%	- -%	- -%	52 10%	- -%	- -%	12 15%	39 8%	** **	48 10%	11 12%	** **	17 18%	24 9%	28 10%
TOTAL DIFFICULT	111 20%	40 14%	56 27%	** **	- -%	- -%	- -%	111 20%	- -%	- -%	26 34%	83 18%	** **	98 20%	26 27%	** **	28 28%	49 18%	62 22%
Don't know	108 20%	57 21%	34 16%	** **	- -%	- -%	- -%	108 20%	- -%	- -%	9 12%	94 20%	** **	102 20%	14 14%	** **	17 17%	38 14%	70 25%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 176**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7c. How easy or difficult was it/ do you think it would be to change the supplier of your main multi-channel TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed TV service provider

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE a	PASSIVE b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ ~j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K q	£11.5K-£17.5K ~r	£17.5K-£29.9K s	£30K+ t	
Significance Level: 95%																						
Unweighted total	834	341	161	280	52	14	203	400	139	208	69	189	213	200	185	600	183	113	79	147	248	
Effective Weighted Sample	568	273	90	195	41	13	176	370	131	195	64	140	136	138	139	411	122	89	62	84	188	
Total	544	195	119	195	35	43	187	182	81	123	42	128	146	91	153	392	112	78	47	105	157	
Very easy	145	46	32	52	**	**	63	52	13	20	**	36	31	31	40	111	24	21	**	26	47	
	27%	23%	27%	27%	**	**	34% hi	28% hi	16%	16%	**	29%	21%	34% l	26%	28%	22%	27%	**	24%	30%	
Fairly easy	181	64	43	66	**	**	54	65	28	40	**	44	45	33	52	135	31	23	**	40	49	
	33%	33%	36%	34%	**	**	29%	36%	34%	33%	**	34%	31%	36%	34%	34%	28%	29%	**	38%	31%	
TOTAL EASY	326	110	76	118	**	**	117	117	41	60	**	80	76	64	92	246	56	44	**	65	96	
	60%	56%	63%	60%	**	**	63% hi	64% hi	50%	48%	**	63%	52%	70% l	60%	63% p	50%	56%	**	62%	61%	
Fairly difficult	59	17	15	20	**	**	26	14	7	11	**	15	22	5	13	38	15	9	**	16	17	
	11%	9%	12%	10%	**	**	14% g	8%	9%	9%	**	11%	15% m	5%	9%	10%	13%	12%	**	15%	11%	
Very difficult	52	19	7	23	**	**	17	22	9	13	**	15	17	6	12	34	16	6	**	8	20	
	10%	10%	6%	12%	**	**	9%	12%	11%	10%	**	12%	12%	6%	8%	9%	14%	7%	**	8%	13%	
TOTAL DIFFICULT	111	36	22	43	**	**	43	36	16	23	**	29	40	11	25	72	31	15	**	24	37	
	20%	19%	18%	22%	**	**	23%	20%	20%	19%	**	23% m	27% mn	12%	16%	18%	27% o	19%	**	23%	23%	
Don't know	108	49	22	33	**	**	27	29	24	40	**	18	30	17	36	75	26	20	**	16	25	
	20%	25% c	18%	17%	**	**	14%	16%	30% fg	32% fg	**	14%	21%	18%	24%	19%	23%	25%	**	15%	16%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 177**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7cb. What was difficult?**

Base : Those who have changed their TV service provider in the last 12 months and found it difficult

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
					LAST YEAR	AGO	EVER	NEVER											
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	1	-	1	-	1	-	1	-	-	1	-	1	-	-	-	-	-	-	1
Effective Weighted Sample	1	-	1	-	1	-	1	-	-	1	-	1	-	-	-	-	-	-	1
Total	*	-	*	-	*	-	*	-	-	*	-	*	-	-	-	-	-	-	*
Difficult to get through to the previous supplier to cancel the service	**	-	**	-	**	-	**	-	-	**	-	**	-	-	-	-	-	-	**
	**	-%	**	-%	**	-%	**	-%	-%	**	-%	**	-%	-%	-%	-%	-%	-%	**
Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r																			

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 177**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7cb. What was difficult?**

Base : Those who have changed their TV service provider in the last 12 months and found it difficult

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	1	
Effective Weighted Sample	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	1	
Total	*	-	-	*	-	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	*	
Difficult to get through to the previous supplier to cancel the service	**	-	-	**	-	-	-	**	-	-	-	-	**	-	-	**	-	-	-	-	**	
	**	-%	-%	**	-%	-%	-%	**	-%	-%	-%	-%	**	-%	-%	**	-%	-%	-%	-%	**	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 178**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7da. Thinking about when you switched your TV service, did you experience any difficulties with any of the following?**

Base : Those who have changed their TV service provider in the last 12 months

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	22	11	9	2	22	-	22	-	1	21	1	21	-	-	3	1	1	9	13
Effective Weighted Sample	19	10	8	2	19	-	19	-	1	18	1	18	-	-	3	1	1	8	11
Total	14	7	5	2	14	-	14	-	1	13	1	13	-	-	2	*	1	6	8
Previous supplier kept trying to persuade us to stay	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Having to pay a cancellation or early termination charge to your previous supplier	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Difficult to get through to the previous supplier to cancel the service	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Arranging for the old and new services to stop and start at the right time	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Delay in receiving equipment from your current supplier (i.e. the company you switched to)	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Previous supplier kept sending bills for the cancelled service	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 178**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7da. Thinking about when you switched your TV service, did you experience any difficulties with any of the following?**

Base : Those who have changed their TV service provider in the last 12 months

	Total	TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LAST YEAR	LONGER AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	22	11	9	2	22	-	22	-	1	21	1	21	-	-	3	1	1	9	13
Effective Weighted Sample	19	10	8	2	19	-	19	-	1	18	1	18	-	-	3	1	1	8	11
Total	14	7	5	2	14	-	14	-	1	13	1	13	-	-	2	*	1	6	8
Knowing what steps you needed to take to switch from one supplier to another	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
Comparing the different offers available for TV services when looking to switch	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**
None of these/ did not experience any difficulties	**	**	**	**	**	-	**	-	**	**	**	**	-	-	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 178**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7da. Thinking about when you switched your TV service, did you experience any difficulties with any of the following?**

Base : Those who have changed their TV service provider in the last 12 months

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	22	-	-	10	12	-	8	10	2	3	1	4	7	5	4	15	5	-	6	4	8	
Effective Weighted Sample	19	-	-	8	10	-	7	10	2	3	1	3	6	4	4	13	5	-	5	3	7	
Total	14	-	-	7	7	-	7	4	2	2	1	2	4	3	3	9	4	-	4	3	4	
Previous supplier kept trying to persuade us to stay	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
Having to pay a cancellation or early termination charge to your previous supplier	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
Difficult to get through to the previous supplier to cancel the service	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
Arranging for the old and new services to stop and start at the right time	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
Delay in receiving equipment from your current supplier (i.e. the company you switched to)	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
Previous supplier kept sending bills for the cancelled service	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 178**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7da. Thinking about when you switched your TV service, did you experience any difficulties with any of the following?**

Base : Those who have changed their TV service provider in the last 12 months

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	16-24 ~e	25-44 ~f	45-64 ~g	65-74 ~h	65+ ~i	75+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	URBAN ~o	RURAL ~p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ ~t	
Significance Level: 95%																						
Unweighted total	22	-	-	10	12	-	8	10	2	3	1	4	7	5	4	15	5	-	6	4	8	
Effective Weighted Sample	19	-	-	8	10	-	7	10	2	3	1	3	6	4	4	13	5	-	5	3	7	
Total	14	-	-	7	7	-	7	4	2	2	1	2	4	3	3	9	4	-	4	3	4	
Knowing what steps you needed to take to switch from one supplier to another	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
Comparing the different offers available for TV services when looking to switch	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	
None of these/ did not experience any difficulties	**	-	-	**	**	-	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	
	**	-%	-%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 179**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT8. What is your current thinking regarding changing the company that provides your television service? Are you...**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
		a	b	~c	LAST YEAR ~d	AGO ~e	EVER f	NEVER g	~h	~i	j	k	~l	m	n	~o	p	q	r
Significance Level: 95%																			
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
Actively looking for a new TV service supplier at the moment	8 1%	3 1%	4 2%	** **	** **	** **	2 3%	6 1%	** **	** **	8 10% k	- -%	** **	- -%	2 1%	** **	3 3%	3 1%	5 2%
Open to the idea of a new TV service supplier	75 12%	30 10%	33 14%	** **	** **	** **	5 7%	70 13%	** **	** **	75 90% k	- -%	** **	49 9%	16 15%	** **	16 15%	42 14%	33 11%
Not interested in a new TV service supplier	526 85%	282 89% b	195 83%	** **	** **	** **	65 90%	461 85%	** **	** **	- -%	526 100% j	** **	491 90%	85 80%	** **	89 82%	255 83%	270 87%
Don't know	7 1%	2 1%	3 1%	** **	** **	** **	- -%	7 1%	** **	** **	- -%	- -%	** **	7 1%	4 4% p	** **	- -%	5 2%	2 1%
Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r																			

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 179**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT8. What is your current thinking regarding changing the company that provides your television service? Are you...**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	~j	k	l	m	n	o	p	q	~r	s	t	
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
Actively looking for a new TV service supplier at the moment	8	-	-	6	**	**	5	3	1	1	**	3	2	2	2	7	2	-	**	3	3	
	1%	-%	-%	3% a	**	**	2%	1%	1%	*%	**	2%	1%	2%	1%	1%	1%	-%	**	2%	2%	
Open to the idea of a new TV service supplier	75	-	-	44	**	**	28	26	4	6	**	23	20	13	19	55	14	5	**	12	30	
	12%	-%	-%	20% ab	**	**	13% hi	13% hi	5%	5%	**	15%	12%	13%	11%	12%	11%	6%	**	10% q	16% q	
Not interested in a new TV service supplier	526 85%	203 98% c	127 99% c	167 76%	** **	** **	180 83%	179 85%	81 93% fg	124 94% fg	** **	121 80%	142 86%	86 85%	148 87%	385 86%	105 85%	78 93% t	** **	98 86%	155 82%	
Don't know	7 1%	3 2%	1 1%	3 1%	** **	** **	4 2%	2 1%	1 2%	1 1%	** **	4 2%	* *%	1 1%	1 1%	4 1%	2 2%	1 1%	** **	2 2%	1 1%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 180**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT9a. Have you considered changing the company that provides your television service? IF YES - When did you most recently consider changing supplier for your TV service?**

Base : Those who have not changed TV service provider in the last 12 months and who are not actively looking for a new TV service provider at the moment

	Total	TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LONGER LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	~f	g	~h	~i	~j	k	~l	m	n	~o	p	q	r
Unweighted total	911	468	344	91	-	88	88	823	18	70	99	801	72	839	142	74	179	466	445
Effective Weighted Sample	627	312	240	69	-	69	69	559	15	53	57	572	57	570	91	64	138	341	290
Total	595	307	225	59	-	57	57	538	13	44	75	512	48	547	103	46	105	296	299
Yes - in the last 6 months	37	17	12	**	-	**	**	30	**	**	**	16	**	-	4	**	10	25	12
	6%	6%	5%	**	-%	**	**	6%	**	**	**	3%	**	-%	4%	**	10%	8%	4%
Yes - 6-12 months ago	12	1	10	**	-	**	**	11	**	**	**	6	**	-	3	**	3	8	3
	2%	*%	4%	**	-%	**	**	2%	**	**	**	1%	**	-%	3%	**	3%	3%	1%
Yes - 1-2 years ago	12	6	4	**	-	**	**	12	**	**	**	5	**	12	2	**	4	5	7
	2%	2%	2%	**	-%	**	**	2%	**	**	**	1%	**	2%	2%	**	4%	2%	2%
Yes - 3-4 years ago	2	*	1	**	-	**	**	1	**	**	**	*	**	2	1	**	-	2	-
	*%	*%	*%	**	-%	**	**	*%	**	**	**	*%	**	*%	1%	**	-%	1%	-%
Yes - more than 4 years ago	3	2	1	**	-	**	**	3	**	**	**	-	**	3	1	**	-	-	3
	1%	1%	*%	**	-%	**	**	1%	**	**	**	-%	**	1%	1%	**	-%	-%	1%
No - never considered changing supplier	494	266	181	**	-	**	**	448	**	**	**	455	**	494	80	**	78	236	259
	83%	87%	80%	**	-%	**	**	83%	**	**	**	89%	**	90%	78%	**	75%	79%	87%
No - can't change, only one supplier in the area	35	14	16	**	-	**	**	33	**	**	**	30	**	35	11	**	9	21	14
	6%	4%	7%	**	-%	**	**	6%	**	**	**	6%	**	6%	10%	**	8%	7%	5%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 180**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT9a. Have you considered changing the company that provides your television service? IF YES - When did you most recently consider changing supplier for your TV service?**

Base : Those who have not changed TV service provider in the last 12 months and who are not actively looking for a new TV service provider at the moment

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	~j	k	l	m	n	o	p	q	~r	s	t	
Unweighted total	911	360	173	302	76	15	224	443	147	219	72	211	236	213	201	664	194	123	85	154	283	
Effective Weighted Sample	627	289	99	211	57	14	196	407	138	205	67	156	154	148	152	459	131	97	67	89	212	
Total	595	207	128	208	53	45	206	203	85	130	44	146	160	96	165	435	119	84	51	109	181	
Yes - in the last 6 months	37 6%	- -%	5 4% a	3 2% a	** **	** **	18 9% hi	14 7% hi	1 1%	2 2%	** **	14 9% n	10 6%	8 8%	5 3%	29 7%	3 2%	3 3%	** **	5 5%	15 8%	
Yes - 6-12 months ago	12 2%	- -%	- -%	5 3% a	** **	** **	6 3%	3 2%	1 2%	2 2%	** **	3 2%	4 3%	* 1%	3 2%	10 2%	1 1%	1 1%	** **	3 2%	4 2%	
Yes - 1-2 years ago	12 2%	2 1%	1 1%	8 4% a	** **	** **	7 3% i	5 2%	* -%	* -%	** **	5 3%	4 2%	2 2%	2 1%	9 2%	2 2%	1 1%	** **	- -%	8 5% s	
Yes - 3-4 years ago	2 -%	* -%	- -%	1 -%	** **	** **	1 -%	1 -%	- -%	- -%	** **	- -%	1 1%	* -%	1 -%	2 -%	- -%	1 1%	** **	- -%	* -%	
Yes - more than 4 years ago	3 1%	- -%	- -%	3 2% a	** **	** **	3 2% g	- -%	- -%	- -%	** **	- -%	1 1%	- -%	2 1%	2 1%	1 1%	- -%	** **	1 1%	- -%	
No - never considered changing supplier	494 83%	191 92% c	113 88%	177 85%	** **	** **	150 73%	171 84% f	78 92% fg	119 92% fg	** **	116 79%	127 79%	79 82%	147 89% kl	360 83%	100 84%	75 89% t	** **	95 88% t	140 77%	
No - can't change, only one supplier in the area	35 6%	14 7%	9 7%	10 5%	** **	** **	20 10% qi	8 4%	4 5%	6 5%	** **	8 6%	13 8%	7 7%	5 3%	23 5%	12 10% o	4 5%	** **	5 4%	15 8%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 181**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT9b. And did you actively START LOOKING for an alternative TV service supplier?**

Base : Those who have considered changing their TV service provider in the last 12 months

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	72	29	32	11	-	12	12	60	3	9	41	31	72	-	11	7	23	46	26
Effective Weighted Sample	57	25	26	7	-	10	10	47	3	8	31	26	57	-	9	6	16	36	22
Total	48	18	22	8	-	7	7	41	2	5	27	22	48	-	7	5	13	33	15
Yes	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
No	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 181**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT9b. And did you actively START LOOKING for an alternative TV service supplier?**

Base : Those who have considered changing their TV service provider in the last 12 months

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	72	-	6	14	52	1	27	37	4	7	3	23	21	16	11	60	6	5	7	11	27	
Effective Weighted Sample	57	-	6	10	41	1	25	34	4	6	3	20	17	9	10	49	5	4	5	10	23	
Total	48	-	5	9	34	2	25	17	2	4	2	17	14	8	8	39	4	3	5	8	18	
Yes	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 182**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different TV service supplier?**

Base : Those who have considered changing their TV service provider in the last 12 months

	Total	TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
					LAST YEAR	AGO	EVER	NEVER											
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	72	29	32	11	-	12	12	60	3	9	41	31	72	-	11	7	23	46	26
Effective Weighted Sample	57	25	26	7	-	10	10	47	3	8	31	26	57	-	9	6	16	36	22
Total	48	18	22	8	-	7	7	41	2	5	27	22	48	-	7	5	13	33	15
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
Happy/ satisfied/ content with my current supplier	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
Concerned about the cost of the services	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
Don't live in a cabled street/ can't get cable TV where I live	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
Tied to fixed length contract with my current provider	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
Too much hassle to set up the new service	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
Too busy/ don't have time to research the options	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 182**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different TV service supplier?**

Base : Those who have considered changing their TV service provider in the last 12 months

	Total	TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LONGER LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	72	29	32	11	-	12	12	60	3	9	41	31	72	-	11	7	23	46	26
Effective Weighted Sample	57	25	26	7	-	10	10	47	3	8	31	26	57	-	9	6	16	36	22
Total	48	18	22	8	-	7	7	41	2	5	27	22	48	-	7	5	13	33	15
Other providers don't have all the channels I want	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
It's too time consuming to go through the process of switching from one supplier to another	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
Problems/ issues with current provider not sufficiently bad/ frequent to switch	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
Not allowed to get cable or satellite dish	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
Prefer to stay with trusted/known provider	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 182**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different TV service supplier?**

Base : Those who have considered changing their TV service provider in the last 12 months

	Total	TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
					LAST YEAR	AGO	EVER	NEVER											
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	72	29	32	11	-	12	12	60	3	9	41	31	72	-	11	7	23	46	26
Effective Weighted Sample	57	25	26	7	-	10	10	47	3	8	31	26	57	-	9	6	16	36	22
Total	48	18	22	8	-	7	7	41	2	5	27	22	48	-	7	5	13	33	15
Difficult to make comparisons between providers	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
Can't get a good reception on Freeview where I live/ can't get Freeview	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
No/ not enough difference between providers	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
Don't want to get a satellite dish	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
Information available confusing/ couldn't understand technical jargon	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
Don't want to sign up to a package/ bundle of services	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
Current provider improved their offer	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
Other	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 182**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different TV service supplier?**

Base : Those who have considered changing their TV service provider in the last 12 months

	Total	TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	72	29	32	11	-	12	12	60	3	9	41	31	72	-	11	7	23	46	26
Effective Weighted Sample	57	25	26	7	-	10	10	47	3	8	31	26	57	-	9	6	16	36	22
Total	48	18	22	8	-	7	7	41	2	5	27	22	48	-	7	5	13	33	15
NO COST BENEFIT	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
PROVIDER SATISFACTION	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
HASSLE	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
SERVICE AVAILABILITY	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
TERMS AND CONDITIONS	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
CLARITY OF INFORMATION	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
STAY WITH TRUSTED PROVIDER	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
NO BENEFIT/ INCENTIVE	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
Don't know	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 182**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different TV service supplier?**

Base : Those who have considered changing their TV service provider in the last 12 months

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	16-24 ~e	25-44 ~f	45-64 ~g	65-74 ~h	65+ ~i	75+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	URBAN ~o	RURAL ~p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ ~t	
Significance Level: 95%																						
Unweighted total	72	-	6	14	52	1	27	37	4	7	3	23	21	16	11	60	6	5	7	11	27	
Effective Weighted Sample	57	-	6	10	41	1	25	34	4	6	3	20	17	9	10	49	5	4	5	10	23	
Total	48	-	5	9	34	2	25	17	2	4	2	17	14	8	8	39	4	3	5	8	18	
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Happy/ satisfied/ content with my current supplier	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Concerned about the cost of the services	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't live in a cabled street/ can't get cable TV where I live	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Tied to fixed length contract with my current provider	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Too much hassle to set up the new service	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Too busy/ don't have time to research the options	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 182**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different TV service supplier?**

Base : Those who have considered changing their TV service provider in the last 12 months

		TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	72	-	6	14	52	1	27	37	4	7	3	23	21	16	11	60	6	5	7	11	27	
Effective Weighted Sample	57	-	6	10	41	1	25	34	4	6	3	20	17	9	10	49	5	4	5	10	23	
Total	48	-	5	9	34	2	25	17	2	4	2	17	14	8	8	39	4	3	5	8	18	
Other providers don't have all the channels I want	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
It's too time consuming to go through the process of switching from one supplier to another	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Problems/ issues with current provider not sufficiently bad/ frequent to switch	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Not allowed to get cable or satellite dish	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Prefer to stay with trusted/known provider	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 182**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different TV service supplier?**

Base : Those who have considered changing their TV service provider in the last 12 months

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE ~a	PASSIVE ~b	INTER-ESTED ~c	ENG-AGED ~d	16-24 ~e	25-44 ~f	45-64 ~g	65-74 ~h	65+ ~i	75+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	URBAN ~o	RURAL ~p	UP TO £11.5K ~q	£11.5K-£17.5K ~r	£17.5K-£29.9K ~s	£30K+ ~t	
Significance Level: 95%																						
Unweighted total	72	-	6	14	52	1	27	37	4	7	3	23	21	16	11	60	6	5	7	11	27	
Effective Weighted Sample	57	-	6	10	41	1	25	34	4	6	3	20	17	9	10	49	5	4	5	10	23	
Total	48	-	5	9	34	2	25	17	2	4	2	17	14	8	8	39	4	3	5	8	18	
Difficult to make comparisons between providers	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Can't get a good reception on Freeview where I live/ can't get Freeview	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No/ not enough difference between providers	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't want to get a satellite dish	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Information available confusing/ couldn't understand technical jargon	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't want to sign up to a package/ bundle of services	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Current provider improved their offer	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Other	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 182**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different TV service supplier?**

Base : Those who have considered changing their TV service provider in the last 12 months

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	72	-	6	14	52	1	27	37	4	7	3	23	21	16	11	60	6	5	7	11	27	
Effective Weighted Sample	57	-	6	10	41	1	25	34	4	6	3	20	17	9	10	49	5	4	5	10	23	
Total	48	-	5	9	34	2	25	17	2	4	2	17	14	8	8	39	4	3	5	8	18	
NO COST BENEFIT	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
PROVIDER SATISFACTION	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
HASSLE	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SERVICE AVAILABILITY	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TERMS AND CONDITIONS	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
CLARITY OF INFORMATION	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
STAY WITH TRUSTED PROVIDER	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
NO BENEFIT/ INCENTIVE	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 183**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT10b. Did you - or someone else in your household - contact your TV service provider to tell them you wanted to stop using their service?**

Base : Those who have considered changing their TV service provider in the last 12 months

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LONGER LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	72	29	32	11	-	12	12	60	3	9	41	31	72	-	11	7	23	46	26
Effective Weighted Sample	57	25	26	7	-	10	10	47	3	8	31	26	57	-	9	6	16	36	22
Total	48	18	22	8	-	7	7	41	2	5	27	22	48	-	7	5	13	33	15
Yes	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
No	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 183**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT10b. Did you - or someone else in your household - contact your TV service provider to tell them you wanted to stop using their service?**

Base : Those who have considered changing their TV service provider in the last 12 months

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	72	-	6	14	52	1	27	37	4	7	3	23	21	16	11	60	6	5	7	11	27	
Effective Weighted Sample	57	-	6	10	41	1	25	34	4	6	3	20	17	9	10	49	5	4	5	10	23	
Total	48	-	5	9	34	2	25	17	2	4	2	17	14	8	8	39	4	3	5	8	18	
Yes	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 184**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT10c. Did you - or someone else in your household - contact a potential new TV service provider to tell them you wanted to start using their service?**

Base : Those who have considered changing their TV service provider in the last 12 months

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	72	29	32	11	-	12	12	60	3	9	41	31	72	-	11	7	23	46	26
Effective Weighted Sample	57	25	26	7	-	10	10	47	3	8	31	26	57	-	9	6	16	36	22
Total	48	18	22	8	-	7	7	41	2	5	27	22	48	-	7	5	13	33	15
Yes	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
No	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 184**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT10c. Did you - or someone else in your household - contact a potential new TV service provider to tell them you wanted to start using their service?**

Base : Those who have considered changing their TV service provider in the last 12 months

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	72	-	6	14	52	1	27	37	4	7	3	23	21	16	11	60	6	5	7	11	27	
Effective Weighted Sample	57	-	6	10	41	1	25	34	4	6	3	20	17	9	10	49	5	4	5	10	23	
Total	48	-	5	9	34	2	25	17	2	4	2	17	14	8	8	39	4	3	5	8	18	
Yes	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 185**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT10ca. Which one of these describes your situation now in terms of your TV service?**

Base : Those who have considered changing their TV service provider in the last 12 months

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	72	29	32	11	-	12	12	60	3	9	41	31	72	-	11	7	23	46	26
Effective Weighted Sample	57	25	26	7	-	10	10	47	3	8	31	26	57	-	9	6	16	36	22
Total	48	18	22	8	-	7	7	41	2	5	27	22	48	-	7	5	13	33	15
I am still considering switching providers	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
I have decided to stay with my current provider	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**
Don't know	**	**	**	**	-	**	**	**	**	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 185**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT10ca. Which one of these describes your situation now in terms of your TV service?**

Base : Those who have considered changing their TV service provider in the last 12 months

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	
Unweighted total	72	-	6	14	52	1	27	37	4	7	3	23	21	16	11	60	6	5	7	11	27	
Effective Weighted Sample	57	-	6	10	41	1	25	34	4	6	3	20	17	9	10	49	5	4	5	10	23	
Total	48	-	5	9	34	2	25	17	2	4	2	17	14	8	8	39	4	3	5	8	18	
I am still considering switching providers	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I have decided to stay with my current provider	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 186**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV SERVICE - SUMMARY OF BEHAVIOUR**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LAST YEAR	LONGER AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	j	k	~l	m	n	~o	p	q	r
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
CHANGED PROVIDER IN LAST 12 MONTHS	14 2%	7 2%	5 2%	** **	** **	** **	14 20% g	- -%	** **	** **	1 1%	13 3%	** **	- -%	2 2%	** **	1 1%	6 2%	8 3%
ACTIVELY LOOKING AT THE MOMENT	8 1%	3 1%	4 2%	** **	** **	** **	2 3%	6 1%	** **	** **	8 10% k	- -%	** **	- -%	2 1%	** **	3 3%	3 1%	5 2%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	29 5%	12 4%	12 5%	** **	** **	** **	3 5%	26 5%	** **	** **	17 20% k	13 2%	** **	- -%	4 4%	** **	7 6%	20 7% r	9 3%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	19 3%	7 2%	10 4%	** **	** **	** **	4 5%	15 3%	** **	** **	10 12% k	9 2%	** **	- -%	3 3%	** **	7 6%	13 4%	6 2%
NONE OF THESE	547 89%	288 91%	203 87%	** **	** **	** **	50 69% f	497 91%	** **	** **	49 58%	491 93% j	** **	547 100%	95 89%	** **	91 84%	263 86%	283 91% q

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 186**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV SERVICE - SUMMARY OF BEHAVIOUR**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	~j	k	l	m	n	o	p	q	~r	s	t	
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
CHANGED PROVIDER IN LAST 12 MONTHS	14 2%	- -%	- -%	7 3% a	** **	** **	7 3%	4 2%	2 2%	2 2%	** **	2 2%	4 2%	3 3%	3 2%	9 2%	4 3%	- -%	** **	3 2%	4 2%	
ACTIVELY LOOKING AT THE MOMENT	8 1%	- -%	- -%	6 3% a	** **	** **	5 2%	3 1%	1 1%	1 *%	** **	3 2%	2 1%	2 2%	2 1%	7 1%	2 1%	- -%	** **	3 2%	3 2%	
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	29 5%	- -%	- -%	6 3% a	** **	** **	15 7% hi	10 5%	1 2%	2 2%	** **	11 7%	10 6%	4 4%	5 3%	24 5%	2 2%	3 3%	** **	4 4%	10 5%	
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	19 3%	- -%	5 4% a	3 1%	** **	** **	10 4%	7 3%	1 1%	2 1%	** **	6 4%	5 3%	4 4%	4 2%	15 3%	2 1%	1 1%	** **	4 3%	8 4%	
NONE OF THESE	547 89%	207 100% bc	123 96%	199 90%	** **	** **	182 84%	186 88%	83 95% fa	125 95% fa	** **	129 85%	146 88%	88 87%	157 92%	396 88%	115 93%	81 96% t	** **	101 88%	163 86%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 187**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV SERVICE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
					LAST YEAR	AGO	EVER	NEVER											
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	j	k	~l	m	n	~o	p	q	r
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
CHANGED PROVIDER IN LAST 12 MONTHS	13 2%	7 2%	5 2%	** **	** **	** **	13 18% g	- -%	** **	** **	1 1%	12 2%	** **	- -%	2 2%	** **	1 1%	5 2%	8 3%
ACTIVELY LOOKING AT THE MOMENT	8 1%	3 1%	4 2%	** **	** **	** **	2 3%	6 1%	** **	** **	8 10% k	- -%	** **	- -%	2 1%	** **	3 3%	3 1%	5 2%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	29 5%	12 4%	12 5%	** **	** **	** **	3 5%	26 5%	** **	** **	17 20% k	13 2%	** **	- -%	4 4%	** **	7 6%	20 7% r	9 3%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	19 3%	7 2%	10 4%	** **	** **	** **	4 5%	15 3%	** **	** **	10 12% k	9 2%	** **	- -%	3 3%	** **	7 6%	13 4%	6 2%
NONE OF THESE	548 89%	288 91%	203 87%	** **	** **	** **	51 70% f	497 91%	** **	** **	49 58%	492 94% j	** **	547 100%	95 89%	** **	91 84%	265 87%	283 91%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 187**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV SERVICE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE a	PASSIVE b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ ~j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K q	£11.5K-£17.5K ~r	£17.5K-£29.9K s	£30K+ t	
Significance Level: 95%																						
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
CHANGED PROVIDER IN LAST 12 MONTHS	13	-	-	6	**	**	5	4	2	2	**	2	4	2	3	8	4	-	**	1	4	
	2%	-%	-%	3% a	**	**	2%	2%	2%	2%	**	2%	2%	2%	2%	2%	3%	-%	**	1%	2%	
ACTIVELY LOOKING AT THE MOMENT	8	-	-	6	**	**	5	3	1	1	**	3	2	2	2	7	2	-	**	3	3	
	1%	-%	-%	3% a	**	**	2%	1%	1%	*%	**	2%	1%	2%	1%	1%	1%	-%	**	2%	2%	
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	29	-	-	6	**	**	15	10	1	2	**	11	10	4	5	24	2	3	**	4	10	
	5%	-%	-%	3% a	**	**	7% hi	5%	2%	2%	**	7%	6%	4%	3%	5%	2%	3%	**	4%	5%	
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	19	-	5	3	**	**	10	7	1	2	**	6	5	4	4	15	2	1	**	4	8	
	3%	-%	4% a	1%	**	**	4%	3%	1%	1%	**	4%	3%	4%	2%	3%	1%	1%	**	3%	4%	
NONE OF THESE	548 89%	207 100% bc	123 96%	200 91%	** **	** **	183 84%	186 88%	83 95% fq	125 95% fq	** **	129 85%	146 88%	89 88%	157 92%	397 88%	115 93%	81 96% t	** **	102 90%	163 86%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 188**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV SERVICE - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	j	k	~l	m	n	~o	p	q	r
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
SWITCHED IN LAST 12 MONTHS	13 2%	7 2%	5 2%	** **	** **	** **	13 18% g	- -%	** **	** **	1 1%	12 2%	** **	- -%	2 2%	** **	1 1%	5 2%	8 3%
SWITCHED 1-2 YEARS AGO	15 2%	10 3%	2 1%	** **	** **	** **	15 21% g	- -%	** **	** **	* 1%	15 3%	** **	14 3%	1 1%	** **	2 2%	6 2%	9 3%
STILL CONSIDERING SWITCHING/ ACTIVELY LOOKING	28 5%	7 2%	15 6% a	** **	** **	** **	3 4%	25 5%	** **	** **	23 27% k	5 1%	** **	- -%	5 5%	** **	10 9%	16 5%	12 4%
STAYING WITH CURRENT PROVIDER - DROPPED OUT OF PROCESS	10 2%	4 1%	3 1%	** **	** **	** **	2 3%	7 1%	** **	** **	4 5% k	5 1%	** **	- -%	2 2%	** **	3 2%	6 2%	4 1%
STAYING WITH CURRENT PROVIDER - NOT STARTED PROCESS	17 3%	9 3%	8 3%	** **	** **	** **	2 3%	15 3%	** **	** **	7 8% k	11 2%	** **	- -%	2 2%	** **	4 4%	14 5% r	3 1%
NEITHER SWITCHED NOR CONSIDERED	533 86%	279 88%	201 86%	** **	** **	** **	36 50%	497 91% f	** **	** **	49 58%	477 91% j	** **	532 97%	94 88%	** **	90 83%	259 85%	274 88%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 188**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV SERVICE - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	~j	k	l	m	n	o	p	q	~r	s	t	
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
SWITCHED IN LAST 12 MONTHS	13 2%	- -%	- -%	6 3% a	** **	** **	5 2%	4 2%	2 2%	2 2%	** **	2 2%	4 2%	2 2%	3 2%	8 2%	4 3%	- -%	** **	1 1%	4 2%	
SWITCHED 1-2 YEARS AGO	15 2%	- -%	- -%	8 4% ab	** **	** **	7 3%	7 3%	1 1%	2 1%	** **	7 4%	3 2%	3 3%	3 2%	14 3%	1 1%	3 3%	** **	1 1%	7 4%	
STILL CONSIDERING SWITCHING/ ACTIVELY LOOKING	28 5%	- -%	1 1%	8 4% a	** **	** **	10 4%	12 6%	3 3%	4 3%	** **	7 5%	6 4%	7 7%	8 4%	23 5%	2 2%	3 4%	** **	5 4%	10 5%	
STAYING WITH CURRENT PROVIDER - DROPPED OUT OF PROCESS	10 2%	- -%	1 1%	1 1%	** **	** **	6 3% i	4 2%	- -%	- -%	** **	3 2%	3 2%	1 1%	3 2%	7 2%	1 1%	- -%	** **	4 3%	4 2%	
STAYING WITH CURRENT PROVIDER - NOT STARTED PROCESS	17 3%	- -%	3 2% a	4 2% a	** **	** **	13 6% ghi	3 2%	* % n	1 1%	** **	9 6% n	6 3% n	2 2%	- -%	13 3%	1 1%	- -%	** **	2 2%	7 4%	
NEITHER SWITCHED NOR CONSIDERED	533 86%	207 100% bc	123 96% c	192 87%	** **	** **	176 81%	180 85%	82 94% fg	124 94% fg	** **	123 81%	143 87%	86 86%	154 90% k	384 85%	114 92% o	78 93% t	** **	102 89%	156 83%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 189**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT18. In the last two years have you seen a better deal with a different TV service supplier and asked your current supplier to match this? IF YES - Which of the following best describes what happened?**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE	NOT	YES	NO	UP	£31-£40	£41+	MALE	FEMALE
		a	b	~c	LAST	AGO	EVER	NEVER	~h	~i	/OPEN	INT'TED	~l	m	TO £30	~o	p	q	r
					YEAR	~e	~f	g				k			n				
Significance Level: 95%					~d						~j								
Unweighted total	449	221	186	40	5	44	49	400	11	38	70	374	46	390	148	75	185	231	218
Effective Weighted Sample	324	152	141	30	4	37	41	283	9	32	38	294	36	278	96	65	143	184	146
Total	289	141	118	28	4	28	32	257	8	24	49	235	29	251	107	46	109	142	147
Yes - and my current supplier matched the deal	9	3	5	**	**	**	**	7	**	**	**	7	**	8	4	**	3	5	4
	3%	2%	5%	**	**	**	**	3%	**	**	**	3%	**	3%	3%	**	3%	3%	3%
Yes - but my current supplier failed to match the deal	6	-	3	**	**	**	**	5	**	**	**	2	**	3	2	**	2	2	4
	2%	-%	2%	**	**	**	**	2%	**	**	**	1%	**	1%	2%	**	2%	1%	3%
Yes - but my current supplier would not negotiate	2	1	*	**	**	**	**	2	**	**	**	1	**	2	1	**	1	1	*
	1%	1%	*%	**	**	**	**	1%	**	**	**	1%	**	1%	1%	**	1%	1%	*%
No - I have not asked my current supplier to match another deal in the last year	267	135	106	**	**	**	**	238	**	**	**	218	**	234	98	**	101	132	135
	92%	95%	90%	**	**	**	**	93%	**	**	**	93%	**	93%	92%	**	92%	93%	92%
Don't know	6	2	3	**	**	**	**	5	**	**	**	6	**	5	2	**	2	2	3
	2%	2%	3%	**	**	**	**	2%	**	**	**	2%	**	2%	2%	**	2%	2%	2%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 189**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT18. In the last two years have you seen a better deal with a different TV service supplier and asked your current supplier to match this? IF YES - Which of the following best describes what happened?**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	~b	c	~d	~e	f	g	~h	~i	~j	k	l	m	~n	o	~p	~q	~r	~s	t	
Unweighted total	449	138	92	166	53	8	134	226	56	75	19	105	130	111	82	335	90	46	37	81	164	
Effective Weighted Sample	324	109	68	113	41	7	124	213	53	70	18	90	96	72	57	240	66	41	31	56	139	
Total	289	78	61	116	33	22	116	101	31	43	12	72	86	53	66	217	53	29	21	55	102	
Yes - and my current supplier matched the deal	9 3%	- -%	** **	2 2%	** **	** **	5 4%	3 3%	** **	** **	** **	2 3%	4 4%	1 2%	** **	7 3%	** **	** **	** **	** **	5 5%	
Yes - but my current supplier failed to match the deal	6 2%	- -%	** **	1 1%	** **	** **	5 4%	1 1%	** **	** **	** **	2 3%	2 3%	1 2%	** **	4 2%	** **	** **	** **	** **	4 4%	
Yes - but my current supplier would not negotiate	2 1%	- -%	** **	- -%	** **	** **	* *0%	* *0%	** **	** **	** **	* 1%	- -%	* 1%	** **	1 *0%	** **	** **	** **	** **	* *0%	
No - I have not asked my current supplier to match another deal in the last year	267 92%	76 97%	** **	110 95%	** **	** **	105 90%	96 94%	** **	** **	** **	67 94%	79 91%	47 90%	** **	201 93%	** **	** **	** **	** **	92 91%	
Don't know	6 2%	2 3%	** **	3 2%	** **	** **	1 1%	1 1%	** **	** **	** **	- -%	1 2%	3 5%	** **	5 2%	** **	** **	** **	** **	- -%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 190**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (TV SERVICE PROVIDER)? They are the best provider on the market. Do you...**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

		TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
					LONGER										UP				
	Total	VERY a	QUITE b	NOT ~c	LAST YEAR ~d	AGO ~e	EVER f	NEVER g	YES ~h	NO ~i	ACTIVE /OPEN j	NOT INT'TED k	YES ~l	NO m	TO £30 n	£31-£40 ~o	£41+ p	MALE q	FEMALE r
Significance Level: 95%																			
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
Agree strongly	170	125	40	**	**	**	18	152	**	**	8	159	**	160	32	**	43	88	82
	28%	39%	17%	**	**	**	25%	28%	**	**	10%	30%	**	29%	30%	**	39%	29%	26%
		b									j								
Agree slightly	165	83	73	**	**	**	20	144	**	**	22	142	**	147	29	**	26	84	81
	27%	26%	31%	**	**	**	28%	26%	**	**	26%	27%	**	27%	27%	**	24%	27%	26%
TOTAL AGREE	335	208	114	**	**	**	39	296	**	**	30	302	**	307	60	**	69	172	163
	54%	66%	48%	**	**	**	53%	54%	**	**	36%	57%	**	56%	57%	**	63%	56%	52%
		b									j								
Neither	175	75	73	**	**	**	21	154	**	**	30	142	**	151	33	**	24	81	93
	28%	24%	31%	**	**	**	29%	28%	**	**	36%	27%	**	28%	31%	**	22%	27%	30%
			a																
Disagree slightly	33	9	16	**	**	**	6	27	**	**	10	23	**	26	5	**	6	18	15
	5%	3%	7%	**	**	**	8%	5%	**	**	12%	4%	**	5%	5%	**	5%	6%	5%
			a								k								
Disagree strongly	18	4	4	**	**	**	4	14	**	**	4	13	**	13	4	**	4	11	8
	3%	1%	2%	**	**	**	6%	3%	**	**	5%	3%	**	2%	3%	**	3%	3%	2%
TOTAL DISAGREE	51	13	21	**	**	**	10	41	**	**	14	36	**	39	9	**	9	29	23
	8%	4%	9%	**	**	**	14%	8%	**	**	17%	7%	**	7%	8%	**	9%	9%	7%
			a				g				k								
Don't know	56	20	27	**	**	**	3	53	**	**	9	46	**	50	5	**	7	24	32
	9%	6%	12%	**	**	**	4%	10%	**	**	11%	9%	**	9%	5%	**	6%	8%	10%
			a																

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 190**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (TV SERVICE PROVIDER)? They are the best provider on the market. Do you...**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	~j	k	l	m	n	o	p	q	~r	s	t	
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
Agree strongly	170	5	-	147	**	**	64	52	27	43	**	40	46	24	51	129	30	25	**	24	50	
	28%	2%	-%	67% ab	**	**	30%	25%	31%	33% g	**	27%	28%	24%	30%	29%	24%	29%	**	21%	27%	
Agree slightly	165	4	120	18	**	**	63	43	17	24	**	43	44	30	40	121	34	19	**	35	59	
	27%	2%	93% ac	8% a	**	**	29% ghi	21%	19%	18%	**	29%	27%	30%	23%	27%	28%	23%	**	30%	32%	
TOTAL AGREE	335	9	120	165	**	**	127	95	44	67	**	84	90	54	90	250	64	44	**	59	110	
	54%	4%	93% ac	75% a	**	**	59% g	45%	51%	51%	**	55%	55%	54%	53%	56%	52%	52%	**	52%	58%	
Neither	175	125	5	36	**	**	55	75	25	33	**	46	50	27	42	129	35	18	**	39	52	
	28%	60% bc	4%	16% b	**	**	26%	36% fi	28%	25%	**	31%	30%	27%	24%	29%	28%	21%	**	34% q	28%	
Disagree slightly	33	20	1	7	**	**	13	14	5	6	**	3	14	6	8	25	5	4	**	6	10	
	5%	9% bc	1%	3%	**	**	6%	7%	6%	4%	**	2%	9% k	6%	5%	6%	4%	5%	**	5%	6%	
Disagree strongly	18	8	2	5	**	**	7	8	1	3	**	6	1	4	6	13	4	4	**	4	4	
	3%	4%	2%	2%	**	**	3%	4%	1%	2%	**	4% l	1%	4%	4%	3%	4%	5%	**	3%	2%	
TOTAL DISAGREE	51	28	3	11	**	**	20	22	6	9	**	10	16	10	15	38	9	8	**	9	15	
	8%	14% bc	3%	5%	**	**	9%	11%	7%	7%	**	6%	10%	10%	9%	8%	8%	10%	**	8%	8%	
Don't know	56	45	-	8	**	**	14	18	12	24	**	12	9	9	24	33	15	15	**	7	12	
	9%	22% bc	-%	4% b	**	**	6%	8%	14% f	18% fg	**	8%	6%	9%	14% l	7%	12%	17% st	**	6%	6%	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 191**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT21. If you were looking for advice or information on ways of receiving TV channels, where would you turn to for trusted information?**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LAST YEAR	LONGER AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	j	k	~l	m	n	~o	p	q	r
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
Internet in general	260	140	100	**	**	**	35	225	**	**	40	218	**	226	52	**	51	128	132
	42%	44%	43%	**	**	**	48%	41%	**	**	48%	41%	**	41%	49%	**	47%	42%	42%
Friends	85	41	37	**	**	**	12	73	**	**	14	70	**	78	12	**	13	38	47
	14%	13%	16%	**	**	**	16%	13%	**	**	17%	13%	**	14%	12%	**	12%	13%	15%
Family members	81	41	31	**	**	**	6	75	**	**	8	72	**	74	8	**	17	34	47
	13%	13%	13%	**	**	**	8%	14%	**	**	9%	14%	**	13%	7%	**	16% n	11%	15%
Websites of suppliers/ service providers	36	19	14	**	**	**	6	30	**	**	13	24	**	30	7	**	7	25	12
	6%	6%	6%	**	**	**	8%	6%	**	**	15% k	4%	**	6%	6%	**	6%	8% r	4%
Cost comparison websites	31	18	11	**	**	**	3	28	**	**	9	22	**	24	4	**	7	17	14
	5%	6%	5%	**	**	**	4%	5%	**	**	10% k	4%	**	4%	4%	**	7%	6%	4%
Visit shop/ store selling technology/ device	30	15	11	**	**	**	3	27	**	**	8	21	**	26	3	**	4	17	12
	5%	5%	5%	**	**	**	4%	5%	**	**	10% k	4%	**	5%	3%	**	4%	6%	4%
Supplier already using for this service	28	13	11	**	**	**	7	21	**	**	1	27	**	24	7	**	5	15	13
	5%	4%	5%	**	**	**	10% g	4%	**	**	1%	5%	**	4%	6%	**	5%	5%	4%
Magazines/ newspapers	22	7	13	**	**	**	6	16	**	**	3	19	**	20	*	**	6	13	9
	4%	2%	5% a	**	**	**	9% g	3%	**	**	4%	4%	**	4%	*% n	**	5% n	4%	3%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 191**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT21. If you were looking for advice or information on ways of receiving TV channels, where would you turn to for trusted information?**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	j	k	~l	m	n	~o	p	q	r
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
TV/ radio programmes/ advertising	18 3%	7 2%	9 4%	** **	** **	** **	3 5%	15 3%	** **	** **	3 4%	15 3%	** **	18 3%	2 1%	** **	2 2%	12 4%	6 2%
Colleagues	13 2%	9 3%	3 1%	** **	** **	** **	1 1%	12 2%	** **	** **	- -%	13 3%	** **	13 2%	1 *%	** **	1 *%	7 2%	6 2%
Another supplier not already using	10 2%	7 2%	1 1%	** **	** **	** **	2 3%	8 1%	** **	** **	1 1%	10 2%	** **	10 2%	- -%	** **	* *%	5 2%	5 2%
Leaflets in stores/ post	6 1%	3 1%	3 1%	** **	** **	** **	1 2%	4 1%	** **	** **	- -%	6 1%	** **	5 1%	1 1%	** **	2 2%	4 1%	1 *%
Government body/ regulator	1 *%	1 *%	* *%	** **	** **	** **	- -%	1 *%	** **	** **	- -%	1 *%	** **	* *%	- -%	** **	- -%	1 *%	* *%
Other	5 1%	1 *%	3 1%	** **	** **	** **	1 1%	4 1%	** **	** **	- -%	5 1%	** **	5 1%	- -%	** **	1 1%	2 1%	2 1%
ONLINE (EXCLUDING SUPPLIER WEBSITES)	282 46%	153 48%	108 46%	** **	** **	** **	37 52%	244 45%	** **	** **	45 54%	235 45%	** **	244 45%	56 53%	** **	57 52%	141 46%	141 45%
RELATIVES/ FRIENDS	135 22%	67 21%	56 24%	** **	** **	** **	15 21%	120 22%	** **	** **	17 20%	117 22%	** **	125 23%	16 15%	** **	22 20%	59 19%	76 24%
SUPPLIERS	97 16%	50 16%	34 14%	** **	** **	** **	15 20%	82 15%	** **	** **	19 23%	78 15%	** **	84 15%	16 15%	** **	17 15%	58 19%	39 13%
MEDIA/ ADVERTISING	39 6%	14 4%	22 9%	** **	** **	** **	9 13%	30 6%	** **	** **	6 8%	32 6%	** **	37 7%	2 2%	** **	8 7%	24 8%	15 5%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 191**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT21. If you were looking for advice or information on ways of receiving TV channels, where would you turn to for trusted information?**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	j	k	~l	m	n	~o	p	q	r
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
LITERATURE	6	3	3	**	**	**	1	4	**	**	-	6	**	5	1	**	2	4	1
	1%	1%	1%	**	**	**	2%	1%	**	**	-%	1%	**	1%	1%	**	2%	1%	*%
GOVERNMENT BODY	1	1	*	**	**	**	-	1	**	**	-	1	**	*	-	**	-	1	*
	*%	*%	*%	**	**	**	-%	*%	**	**	-%	*%	**	*%	-%	**	-%	*%	*%
Would not look for information/ advice	17	7	6	**	**	**	1	16	**	**	1	15	**	16	4	**	2	9	8
	3%	2%	3%	**	**	**	2%	3%	**	**	1%	3%	**	3%	4%	**	2%	3%	3%
Don't know	93	44	33	**	**	**	5	88	**	**	14	77	**	82	16	**	11	41	52
	15%	14%	14%	**	**	**	7%	16%	**	**	17%	15%	**	15%	15%	**	10%	13%	17%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 191**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT21. If you were looking for advice or information on ways of receiving TV channels, where would you turn to for trusted information?**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE a	PASSIVE b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ ~j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K q	£11.5K-£17.5K ~r	£17.5K-£29.9K s	£30K+ t	
Significance Level: 95%																						
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
Internet in general	260	72	64	96	**	**	123	97	16	19	**	78	88	38	41	186	57	18	**	50	110	
	42%	35%	50% a	44% a	**	**	57% ghi	46% hi	19% fg	14% fg	**	51% mn	53% mn	38% n	24%	41%	46%	21%	**	44% q	58% qs	
Friends	85	28	24	24	**	**	27	27	9	12	**	23	20	12	29	68	14	10	**	11	30	
	14%	13%	19% c	11%	**	**	13%	13%	10%	9%	**	15%	12%	12%	17%	15%	11%	11%	**	10%	16%	
Family members	81	33	16	25	**	**	19	26	20	32	**	15	20	17	26	61	17	16	**	15	16	
	13%	16%	13%	11%	**	**	9%	12%	23% fg	24% fg	**	10%	12%	17%	15%	13%	14%	19% t	**	13%	9%	
Websites of suppliers/ service providers	36	6	8	15	**	**	20	10	2	3	**	10	15	5	4	26	6	2	**	5	17	
	6%	3%	6%	7% a	**	**	9% ghi	5%	3%	2%	**	7%	9% n	5%	2%	6%	5%	2%	**	5%	9% q	
Cost comparison websites	31	6	8	12	**	**	11	12	2	2	**	10	9	5	6	22	8	1	**	6	10	
	5%	3%	7%	5%	**	**	5%	6% i	3%	2%	**	6%	5%	5%	4%	5%	6%	1%	**	6%	6% q	
Visit shop/ store selling technology/ device	30	11	3	9	**	**	4	10	7	12	**	8	2	6	13	24	6	5	**	6	7	
	5%	5%	3%	4%	**	**	2%	5%	8% f	9% fg	**	5% l	1%	6% l	7% l	5%	5%	6%	**	5%	4%	
Supplier already using for this service	28	9	3	13	**	**	13	7	2	5	**	4	9	3	9	20	4	8	**	6	7	
	5%	4%	3%	6%	**	**	6%	3%	3%	4%	**	3%	6%	3%	5%	5%	4%	10% t	**	5%	4%	
Magazines/ newspapers	22	8	4	7	**	**	5	12	4	4	**	4	7	4	6	19	3	2	**	4	7	
	4%	4%	3%	3%	**	**	2%	6%	4%	3%	**	3%	5%	4%	3%	4%	3%	2%	**	4%	4%	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 191**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT21. If you were looking for advice or information on ways of receiving TV channels, where would you turn to for trusted information?**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE a	PASSIVE b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ ~j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K q	£11.5K-£17.5K ~r	£17.5K-£29.9K s	£30K+ t	
Significance Level: 95%																						
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
TV/ radio programmes/ advertising	18 3%	5 2%	6 5%	4 2%	** **	** **	4 2%	5 2%	3 3%	3 2%	** **	10 6% ln	2 1%	4 4%	2 1%	12 3%	5 4%	1 1%	** **	6 5%	4 2%	
Colleagues	13 2%	2 1%	8 7% ac	3 1%	** **	** **	4 2%	2 1%	2 3%	2 2%	** **	4 3%	7 4% mn	* *%	1 *%	12 3%	1 1%	1 1%	** **	- -%	8 4% s	
Another supplier not already using	10 2%	4 2%	4 3%	1 1%	** **	** **	6 3%	3 2%	1 1%	1 1%	** **	2 1%	1 1%	1 1%	6 3%	10 2%	* *%	6 7% t	** **	2 2%	2 1%	
Leaflets in stores/ post	6 1%	1 1%	1 1%	1 1%	** **	** **	3 1%	2 1%	1 1%	1 1%	** **	- -%	1 *%	2 2%	3 2%	5 1%	- -%	3 3% t	** **	- -%	1 *%	
Government body/ regulator	1 *% **	* *% **	1 1% **	- -% **	** **	** **	1 *% **	* *% **	- -% **	- -% **	** **	1 1% **	- -% **	* *% **	- -% **	1 *% **	* *% **	- -% **	** **	* *% **	1 1% **	
Other	5 1%	* *% **	1 1% **	3 1% **	** **	** **	3 1% **	1 *% **	1 1% **	1 1% **	** **	3 2% **	- -% **	1 1% **	1 *% **	3 1% **	1 1% **	1 1% **	** **	1 1% **	2 1% **	
ONLINE (EXCLUDING SUPPLIER WEBSITES)	282 46%	78 38%	69 54% a	104 47% a	** **	** **	130 60% ghi	104 50% hi	19 21%	22 16%	** **	84 56% mn	94 57% mn	42 42% n	47	202 45%	62 50%	18 22%	** **	56 49% q	116 61% qs	
RELATIVES/ FRIENDS	135 22%	47 23%	32 25%	43 20%	** **	** **	33 15%	41 19%	26 30% fg	40 30% fg	** **	34 22%	29 18%	22 22%	47 27% l	108 24%	24 19%	22 26%	** **	18 16%	39 21%	
SUPPLIERS	97 16%	30 14%	15 12%	38 17%	** **	** **	40 19%	29 14%	12 14%	21 16%	** **	22 14%	28 17%	14 14%	28 17%	73 16%	16 13%	18 21%	** **	19 17%	30 16%	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 191**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT21. If you were looking for advice or information on ways of receiving TV channels, where would you turn to for trusted information?**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	~j	k	l	m	n	o	p	q	~r	s	t	
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
MEDIA/ ADVERTISING	39 6%	12 6%	11 8%	11 5%	** **	** **	8 4%	17 8% f	6 7%	7 5%	** **	13 9%	9 5%	8 8%	8 5%	30 7%	9 7%	3 3%	** **	10 9%	10 6%	
LITERATURE	6 1%	1 1%	1 1%	1 1%	** **	** **	3 1%	2 1%	1 1%	1 1%	** **	- -%	1 *%	2 2%	3 2%	5 1%	- -%	3 3% t	** **	- -%	1 *%	
GOVERNMENT BODY	1 *%	* *%	1 1%	- -%	** **	** **	1 *%	* *%	- -%	- -%	** **	1 1%	- -%	* *%	- -%	1 *%	* *%	- -%	** **	* *%	1 1%	
Would not look for information/ advice	17 3%	9 4%	3 3%	4 2%	** **	** **	2 1%	6 3%	2 2%	8 6% f	** **	4 3%	2 1%	* *%	8 5% m	12 3%	2 2%	4 5% t	** **	3 3%	2 1%	
Don't know	93 15%	42 20% b	9 7%	33 15%	** **	** **	19 9%	31 15% f	26 30% fg	39 29% fg	** **	16 11%	16 10%	18 18% l	38 22% kl	64 14%	18 15%	21 24% st	** **	15 13%	15 8%	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 192**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT22. How easy or difficult do you think it is to make COST comparisons between multi-channel TV suppliers?**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

		TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
					LONGER										UP				
	Total	VERY a	QUITE b	NOT ~c	LAST YEAR ~d	AGO ~e	EVER f	NEVER g	YES ~h	NO ~i	ACTIVE /OPEN j	NOT INT'TED k	YES ~l	NO m	TO £30 n	£31-£40 ~o	£41+ p	MALE q	FEMALE r
Significance Level: 95%																			
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
Very easy	114	80	31	**	**	**	18	96	**	**	14	100	**	105	20	**	20	65	48
	18%	25%	13%	**	**	**	25%	18%	**	**	16%	19%	**	19%	18%	**	19%	21%	16%
		b																	
Fairly easy	251	121	100	**	**	**	29	222	**	**	32	218	**	210	45	**	46	128	123
	41%	38%	43%	**	**	**	39%	41%	**	**	38%	41%	**	38%	42%	**	42%	42%	40%
TOTAL EASY	364	201	131	**	**	**	47	318	**	**	46	317	**	315	65	**	66	193	171
	59%	63%	56%	**	**	**	64%	58%	**	**	55%	60%	**	58%	61%	**	60%	63%	55%
																		r	
Fairly difficult	92	40	39	**	**	**	7	85	**	**	17	74	**	83	15	**	24	47	45
	15%	13%	17%	**	**	**	10%	16%	**	**	21%	14%	**	15%	14%	**	22%	15%	14%
Very difficult	45	20	18	**	**	**	8	37	**	**	6	37	**	40	6	**	5	23	22
	7%	6%	8%	**	**	**	11%	7%	**	**	8%	7%	**	7%	6%	**	4%	8%	7%
TOTAL DIFFICULT	137	60	57	**	**	**	15	122	**	**	24	110	**	123	21	**	28	70	67
	22%	19%	24%	**	**	**	21%	22%	**	**	28%	21%	**	23%	20%	**	26%	23%	21%
Don't know	115	56	46	**	**	**	11	105	**	**	14	98	**	109	20	**	15	43	73
	19%	18%	20%	**	**	**	15%	19%	**	**	17%	19%	**	20%	19%	**	14%	14%	23%
																		q	

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 192**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT22. How easy or difficult do you think it is to make COST comparisons between multi-channel TV suppliers?**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE a	PASSIVE b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ ~j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K q	£11.5K-£17.5K ~r	£17.5K-£29.9K s	£30K+ t	
Significance Level: 95%																						
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
Very easy	114	25	25	53	**	**	50	40	15	19	**	28	23	24	31	92	16	15	**	14	43	
	18%	12%	19%	24% a	**	**	23% i	19%	17%	15%	**	18%	14%	24% l	18%	20%	13%	18%	**	12%	23% s	
Fairly easy	251	82	57	79	**	**	92	92	24	38	**	67	79	43	51	181	53	30	**	54	86	
	41%	40%	45%	36%	**	**	43% hi	44% hi	27%	29%	**	44% n	48% n	42% n	30%	40%	43%	36%	**	48%	46%	
TOTAL EASY	364	107	82	132	**	**	143	131	39	57	**	94	103	67	82	273	70	45	**	68	129	
	59%	52%	64% a	60%	**	**	66% hi	62% hi	44%	43%	**	63% n	62% n	66% n	48%	61%	56%	54%	**	60%	68% q	
Fairly difficult	92	27	26	32	**	**	29	31	16	20	**	21	32	11	26	66	18	13	**	24	25	
	15%	13%	20%	15%	**	**	14%	15%	19%	16%	**	14%	20% m	11%	15%	15%	14%	15%	**	21%	13%	
Very difficult	45	19	8	10	**	**	17	16	6	9	**	15	9	6	13	32	8	7	**	10	16	
	7%	9% c	6%	5%	**	**	8%	8%	7%	7%	**	10%	6%	6%	8%	7%	6%	8%	**	9%	8%	
TOTAL DIFFICULT	137	46	34	42	**	**	46	47	22	30	**	36	42	17	39	98	26	19	**	34	40	
	22%	22%	26%	19%	**	**	21%	22%	25%	23%	**	24%	25%	17%	23%	22%	21%	23%	**	30%	21%	
Don't know	115	53	13	46	**	**	28	32	27	45	**	21	20	17	50	79	28	20	**	12	19	
	19%	26% b	10%	21% b	**	**	13%	15%	30% fg	34% fg	**	14%	12%	17% klm	29%	18%	23%	24% st	**	10%	10%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 193**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT22. How easy or difficult do you think it is to make COST comparisons between multi-channel TV suppliers?**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
					LAST YEAR	AGO	EVER	NEVER											
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	j	k	~l	m	n	~o	p	q	r
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
Base for % (Unweighted and weighted)	771	399	291	**	**	**	**	677	**	**	**	668	**	676	123	**	161	414	357
	501	261	188	51	12	50	62	440	13	48	70	428	46	438	86	37	94	263	238
Very easy	114	80	31	**	**	**	**	96	**	**	**	100	**	105	20	**	20	65	48
	23%	31%	16%	**	**	**	**	22%	**	**	**	23%	**	24%	23%	**	22%	25%	20%
		b																	
Fairly easy	251	121	100	**	**	**	**	222	**	**	**	218	**	210	45	**	46	128	123
	50%	47%	53%	**	**	**	**	50%	**	**	**	51%	**	48%	53%	**	48%	48%	52%
TOTAL EASY	364	201	131	**	**	**	**	318	**	**	**	317	**	315	65	**	66	193	171
	73%	77%	70%	**	**	**	**	72%	**	**	**	74%	**	72%	75%	**	70%	73%	72%
		b																	
Fairly difficult	92	40	39	**	**	**	**	85	**	**	**	74	**	83	15	**	24	47	45
	18%	15%	21%	**	**	**	**	19%	**	**	**	17%	**	19%	18%	**	25%	18%	19%
Very difficult	45	20	18	**	**	**	**	37	**	**	**	37	**	40	6	**	5	23	22
	9%	7%	9%	**	**	**	**	8%	**	**	**	9%	**	9%	7%	**	5%	9%	9%
TOTAL DIFFICULT	137	60	57	**	**	**	**	122	**	**	**	110	**	123	21	**	28	70	67
	27%	23%	30%	**	**	**	**	28%	**	**	**	26%	**	28%	25%	**	30%	27%	28%
		a																	
Don't know	115	56	46	**	**	**	**	105	**	**	**	98	**	109	20	**	15	43	73
Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r																			

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 193**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT22. How easy or difficult do you think it is to make COST comparisons between multi-channel TV suppliers?**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE a	PASSIVE b	INTER-ESTED c	ENG-AGED ~d	16-24 ~e	25-44 f	45-64 g	65-74 h	65+ i	75+ ~j	AB k	C1 l	C2 m	DE n	URBAN o	RURAL p	UP TO £11.5K q	£11.5K-£17.5K ~r	£17.5K-£29.9K s	£30K+ t	
Significance Level: 95%																						
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
Base for % (Unweighted and weighted)	771	272	154	260	**	**	207	391	108	151	**	186	211	188	149	570	157	**	**	142	264	
	501	154	115	174	59	38	189	178	61	87	26	130	144	84	121	371	95	64	46	102	169	
Very easy	114	25	25	53	**	**	50	40	15	19	**	28	23	24	31	92	16	**	**	14	43	
	23%	16%	21%	30% a	**	**	27%	22%	25%	22%	**	21%	16%	29% l	26% l	25%	17%	**	**	14%	25% s	
Fairly easy	251	82	57	79	**	**	92	92	24	38	**	67	79	43	51	181	53	**	**	54	86	
	50%	54%	50%	45%	**	**	49%	51% h	39%	44%	**	51%	55% n	51%	42%	49%	56%	**	**	53%	51%	
TOTAL EASY	364	107	82	132	**	**	143	131	39	57	**	94	103	67	82	273	70	**	**	68	129	
	73%	70%	71%	76%	**	**	75% hi	74% hi	64%	66%	**	72%	71% n	80% n	68%	74%	73%	**	**	67%	76%	
Fairly difficult	92	27	26	32	**	**	29	31	16	20	**	21	32	11	26	66	18	**	**	24	25	
	18%	18%	22%	18%	**	**	15%	17%	27% fg	23% f	**	16%	22% m	13%	21% m	18%	19%	**	**	23% m	15%	
Very difficult	45	19	8	10	**	**	17	16	6	9	**	15	9	6	13	32	8	**	**	10	16	
	9%	13% c	7%	6%	**	**	9%	9%	10%	11%	**	12%	6%	8%	11%	9%	8%	**	**	10%	9%	
TOTAL DIFFICULT	137	46	34	42	**	**	46	47	22	30	**	36	42	17	39	98	26	**	**	34	40	
	27%	30%	29%	24%	**	**	25%	26%	36% fg	34% fg	**	28%	29%	20%	32% m	26%	27%	**	**	33%	24%	
Don't know	115	53	13	46	**	**	28	32	27	45	**	21	20	17	50	79	28	**	**	12	19	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 194**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT24. And how easy or difficult do you think it is to make comparisons about CHOICE OF CHANNELS between multi-channel TV suppliers?**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

		TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%	Total	a	b	~c	~d	~e	f	g	~h	~i	j	k	~l	m	n	~o	p	q	r
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
Very easy	109	78	28	**	**	**	19	90	**	**	10	98	**	97	15	**	22	64	45
	18%	25%	12%	**	**	**	27%	17%	**	**	12%	19%	**	18%	15%	**	20%	21%	14%
		b					g											r	
Fairly easy	256	120	109	**	**	**	24	232	**	**	38	217	**	224	45	**	42	126	130
	42%	38%	47%	**	**	**	34%	43%	**	**	45%	41%	**	41%	42%	**	39%	41%	42%
		a																	
TOTAL EASY	366	198	137	**	**	**	43	322	**	**	48	316	**	321	60	**	64	191	175
	59%	63%	59%	**	**	**	60%	59%	**	**	57%	60%	**	59%	56%	**	59%	62%	56%
Fairly difficult	99	40	43	**	**	**	14	85	**	**	17	82	**	83	16	**	25	46	53
	16%	13%	19%	**	**	**	19%	16%	**	**	20%	16%	**	15%	15%	**	23%	15%	17%
		a																	
Very difficult	37	19	12	**	**	**	6	31	**	**	3	32	**	33	8	**	6	23	14
	6%	6%	5%	**	**	**	8%	6%	**	**	4%	6%	**	6%	7%	**	5%	8%	4%
TOTAL DIFFICULT	136	59	55	**	**	**	20	117	**	**	20	113	**	116	24	**	31	70	66
	22%	19%	24%	**	**	**	27%	21%	**	**	24%	22%	**	21%	22%	**	28%	23%	21%
Don't know	115	59	42	**	**	**	9	106	**	**	16	97	**	109	23	**	14	46	70
	19%	19%	18%	**	**	**	13%	19%	**	**	19%	18%	**	20%	21%	**	13%	15%	22%
																		q	

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 194**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT24. And how easy or difficult do you think it is to make comparisons about CHOICE OF CHANNELS between multi-channel TV suppliers?**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	~j	k	l	m	n	o	p	q	~r	s	t	
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
Very easy	109	27	17	51	**	**	47	40	12	16	**	23	22	25	32	88	17	15	**	20	38	
	18%	13%	14%	23% ab	**	**	22% i	19% i	14%	12%	**	16%	13%	25% kl	18%	20%	14%	18%	**	17%	20%	
Fairly easy	256	86	60	82	**	**	95	88	27	46	**	61	83	43	57	176	56	36	**	53	85	
	42%	41%	47%	37%	**	**	44% h	42% h	31%	35%	**	41%	51% n	42%	33%	39%	45%	43%	**	47%	45%	
TOTAL EASY	366	112	77	133	**	**	143	128	39	62	**	85	105	68	88	264	73	51	**	73	123	
	59%	54%	60%	60%	**	**	66% hi	61% hi	45%	47%	**	56%	64% n	68% kn	52%	59%	59%	61%	**	64%	65%	
Fairly difficult	99	32	25	33	**	**	35	36	15	18	**	30	33	13	22	76	17	11	**	22	36	
	16%	15%	20%	15%	**	**	16%	17%	17%	13%	**	20%	20%	13%	13%	17%	14%	13%	**	19%	19%	
Very difficult	37	14	7	9	**	**	14	12	8	11	**	12	8	4	12	28	7	5	**	7	11	
	6%	7%	6%	4%	**	**	6%	6%	9%	8%	**	8%	5%	3%	7%	6%	5%	6%	**	6%	6%	
TOTAL DIFFICULT	136	46	33	42	**	**	49	47	23	29	**	42	41	16	34	104	23	15	**	29	46	
	22%	22%	26%	19%	**	**	23%	22%	26%	22%	**	28% m	25%	16%	20%	23%	19%	18%	**	26%	25%	
Don't know	115	49	18	45	**	**	25	35	25	41	**	24	19	16	48	81	27	18	**	12	19	
	19%	24% b	14%	21%	**	**	12%	17%	29% fg	31% fg	**	16%	11%	16%	28% klm	18%	22%	21% st	**	10%	10%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 195**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB1. I'd like to talk with you about the package or bundle of services that you have including your (SERVICES IN PACKAGE). Can I check, who pays the bills for your package, is it...**

Base : Those with a bundle of services

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-			VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							BAND	TV	MOBILE				LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Unweighted total	1245	800	445	545	498	1164	1117	646	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	915	607	311	425	383	905	832	499	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	814	517	297	335	334	744	720	433	75	380	324	104	77	272	349	460	64	284	187	615	122	568
You	731	466	265	301	301	669	645	387	**	349	284	96	68	243	312	419	**	251	177	547	108	516
	90%	90%	89%	90%	90%	90%	89%	89%	**	92%	88%	93%	89%	89%	89%	91%	**	88%	94%	89%	88%	91%
										j									s			
Another member of your household	78	48	31	31	32	71	71	44	**	31	40	7	8	29	37	41	**	33	11	67	15	52
	10%	9%	10%	9%	10%	9%	10%	10%	**	8%	12%	7%	11%	11%	11%	9%	**	12%	6%	11%	12%	9%
										i									r			
Your company	1	1	-	*	*	1	1	*	**	-	-	-	-	-	-	-	**	-	-	-	-	-
	*%	*%	-%	*%	*%	*%	*%	*%	**	-%	-%	-%	-%	-%	-%	-%	**	-%	-%	-%	-%	-%
Someone else	4	3	1	2	1	4	4	1	**	-	-	-	-	-	-	-	**	-	-	-	-	-
	*%	*%	*%	1%	*%	1%	1%	*%	**	-%	-%	-%	-%	-%	-%	-%	**	-%	-%	-%	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 195**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB1. I'd like to talk with you about the package or bundle of services that you have including your (SERVICES IN PACKAGE). Can I check, who pays the bills for your package, is it...**

Base : Those with a bundle of services

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%	Total																					
Unweighted total	1245	327	420	393	309	201	446	281	622	623	24	431	596	150	183	33	313	349	296	219	1020	151
Effective Weighted Sample	915	244	303	287	256	141	324	204	473	446	23	396	573	142	173	31	264	239	180	198	772	113
Total	814	205	277	267	179	143	290	197	391	422	63	376	261	83	102	19	219	254	137	163	653	96
You	731	186	261	245	166	126	259	180	369	362	**	338	236	78	97	**	198	223	122	153	587	89
	90%	90%	94%	92%	93%	88%	89%	91%	94%	86%	**	90%	90%	94%	95%	**	91%	88%	89%	94%	90%	93%
									i						k					q		
Another member of your household	78	20	16	22	13	17	31	18	21	57	**	37	23	4	5	**	18	31	15	9	62	6
	10%	10%	6%	8%	7%	12%	11%	9%	5%	14%	**	10%	9%	5%	5%	**	8%	12%	11%	6%	9%	6%
										h		n						s				
Your company	1	-	-	-	-	-	-	-	*	*	**	-	*	*	*	**	-	*	*	-	1	-
	*%	-%	-%	-%	-%	-%	-%	-%	*%	*%	**	-%	*%	*%	*%	**	-%	*%	*%	-%	*%	-%
Someone else	4	-	-	-	-	-	-	-	1	3	**	2	2	-	-	**	3	-	-	1	3	*
	*%	-%	-%	-%	-%	-%	-%	-%	*%	1%	**	1%	1%	-%	-%	**	1%	-%	-%	*%	1%	*%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 195**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB1. I'd like to talk with you about the package or bundle of services that you have including your (SERVICES IN PACKAGE). Can I check, who pays the bills for your package, is it...**

Base : Those with a bundle of services

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1245	130	123	236	455
Effective Weighted Sample	915	107	95	148	367
Total	814	87	76	158	304
You	731	82	70	147	269
	90%	95%	91%	93%	89%
Another member of your household	78	4	5	10	34
	10%	5%	7%	7%	11%
Your company	1	-	-	-	1
	*%	-%	-%	-%	*%
Someone else	4	-	1	-	*
	*%	-%	2%	-%	*%
			d		

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 196**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB2. Which supplier do you use for your package?**

Base : Those with a bundle of services, where the bill is paid within the household

		RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Virgin Media/ NTL/ Telewest	224	151	73	36	147	217	195	187	**	103	96	25	11	67	77	147	**	58	53	170	42	160
	28%	29%	25%	11%	44% cef	29% c	27% c	43% cef	**	27%	30%	24%	14%	24% l	22% lm	32% mn	**	20%	28%	28%	34%	28%
Sky	208	126	82	7	145	176	181	195	**	92	91	24	22	86	108	100	**	86	42	164	25	150
	26%	25%	28%	2%	44% cef	24% c	25% c	45% cef	**	24%	28%	24%	29%	32% o	31% o	22%	**	30%	22%	27%	21%	26%
BT	170	100	70	134	30	168	158	33	**	82	63	25	20	40	60	110	**	50	37	131	21	123
	21%	20%	24%	40% defg	9%	23% dg	22% dg	8%	**	22%	19%	25%	26% m	15%	17%	24% mn	**	18%	20%	21%	17%	22%
Talk Talk/ Carphone Warehouse/ Tiscali/ Homechoice	122	82	40	110	7	122	115	10	**	59	44	19	10	55	65	57	**	55	33	89	17	86
	15%	16%	14%	33% defg	2%	16% dg	16% dg	2%	**	16%	14%	18%	13%	20% o	19% o	12%	**	19%	17%	15%	14%	15%
Orange	26	16	10	9	-	12	19	-	**	9	16	1	3	7	10	16	**	9	9	17	13	9
	3%	3%	4%	3% dg	-%	2% dg	3% dg	-%	**	2%	5% i	1%	4%	2%	3%	4%	**	3%	5%	3%	10% u	2%
AOL	11	6	4	9	-	10	8	2	**	6	3	2	2	2	5	6	**	4	3	7	1	7
	1%	1%	2%	3% dg	-%	1% d	1% d	*%	**	2%	1%	2%	3%	1%	1%	1%	**	1%	2%	1%	1%	1%
O2	10	9	1	3	-	5	10	-	**	7	3	-	3	2	5	5	**	4	4	5	1	6
	1%	2%	*%	1% g	-%	1%	1% dg	-%	**	2%	1%	-%	4% mo	1%	1%	1%	**	1%	2%	1%	1%	1%
Other	9	4	5	6	1	8	8	2	**	7	1	*	1	3	4	5	**	4	1	8	-	7
	1%	1%	2%	2% g	*%	1%	1%	*%	**	2%	*%	*%	2%	1%	1%	1%	**	1%	1%	1%	-%	1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 196**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB2. Which supplier do you use for your package?**

Base : Those with a bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Plusnet	7 1%	5 1%	2 1%	6 2% dg	- -%	6 1%	7 1%	* %*	** **	5 1%	1 %*	1 1%	3 4% mno	1 1%	5 1%	2 %*	** **	5 2%	- -%	7 1%	- -%	3 1%
TMobile	4 1%	2 %*	2 1%	- -%	- -%	- -%	- -%	- -%	** **	2 1%	- -%	2 2% j	- -%	1 %*	1 %*	3 1%	** **	1 %*	3 1%	2 %*	2 1%	2 %*
Pipex	4 1%	3 1%	1 %*	4 1% dg	- -%	4 1%	4 1%	- -%	** **	2 %*	2 1%	- -%	- -%	2 1%	2 1%	2 %*	** **	2 1%	1 1%	3 1%	1 %*	3 1%
Utility Warehouse	4 %*	4 1%	- -%	3 1%	- -%	3 %*	4 %*	1 %*	** **	1 %*	2 1%	1 1%	- -%	2 1%	2 1%	2 %*	** **	2 1%	1 %*	3 %*	- -%	4 1%
Post Office	3 %*	3 1%	- -%	3 1%	1 %*	3 %*	3 %*	1 %*	** **	2 1%	- -%	1 1%	1 1%	2 1%	3 1%	* %*	** **	2 1%	- -%	3 1%	- -%	3 %*
'3' mobile	2 %*	* %*	2 1%	- -%	- -%	1 %*	- -%	- -%	** **	* %*	- -%	2 2% ij	- -%	* %*	* %*	2 %*	** **	* %*	1 %*	1 %*	- -%	1 %*
Kingston Communications	2 %*	- -%	2 1%	2 1%	- -%	2 %*	2 %*	- -%	** **	- -%	2 1%	- -%	- -%	1 %*	1 %*	1 %*	** **	1 %*	- -%	2 %*	- -%	2 %*
Vodafone	1 %*	1 %*	- -%	- -%	- -%	1 %*	1 %*	- -%	** **	1 %*	* %*	- -%	- -%	1 1%	1 %*	- -%	** **	1 1%	* %*	1 %*	* %*	1 %*
Tesco	1 %*	* %*	* %*	1 %*	- -%	1 %*	1 %*	- -%	** **	* %*	* %*	- -%	* 1%	- -%	* %*	* %*	** **	- -%	- -%	1 %*	- -%	* %*
Smallworld	1 %*	1 %*	- -%	- -%	1 %*	1 %*	1 %*	1 %*	** **	1 %*	- -%	- -%	- -%	- -%	- -%	1 %*	** **	- -%	- -%	1 %*	- -%	1 %*

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 196**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB2. Which supplier do you use for your package?**

Base : Those with a bundle of services, where the bill is paid within the household

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%	Total																					
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Virgin Media/ NTL/ Telewest	224	27	87	95	47	55	69	53	113	111	**	100	76	21	26	**	55	71	37	49	206	5
	28%	13%	31%	36%	27%	39%	24%	27%	29%	27%	**	27%	29%	26%	25%	**	26%	28%	27%	30%	32%	5%
			a	a		dfg															u	
Sky	208	23	51	118	37	28	91	52	98	111	**	110	52	18	23	**	55	65	36	42	168	12
	26%	11%	18%	44%	21%	19%	31%	26%	25%	26%	**	29%	20%	21%	23%	**	25%	26%	26%	26%	26%	13%
			a	ab			de					l									u	
BT	170	47	71	34	45	27	55	43	82	89	**	80	54	20	24	**	52	51	27	35	118	45
	21%	23%	26%	13%	25%	19%	19%	22%	21%	21%	**	21%	21%	24%	24%	**	24%	20%	20%	22%	18%	47%
			c	c																	t	
Talk Talk/ Carphone Warehouse/ Tiscali/ Homechoice	122	79	35	5	31	21	45	24	57	65	**	50	49	17	21	**	25	38	23	27	96	16
	15%	38%	12%	2%	17%	15%	16%	12%	15%	16%	**	13%	19%	20%	20%	**	12%	15%	17%	17%	15%	17%
			bc	c									k	k	k							
Orange	26	10	7	8	3	5	11	8	8	18	**	11	7	1	2	**	9	8	4	4	18	7
	3%	5%	3%	3%	1%	3%	4%	4%	2%	4%	**	3%	3%	1%	2%	**	4%	3%	3%	2%	3%	8%
										h											t	
AOL	11	6	5	*	2	3	2	3	6	5	**	4	6	1	1	**	5	4	1	1	8	2
	1%	3%	2%	*%	1%	2%	1%	2%	2%	1%	**	1%	2%	1%	1%	**	2%	2%	1%	1%	1%	2%
			c																			
O2	10	2	5	-	-	-	7	3	4	6	**	3	2	-	-	**	2	1	5	-	8	-
	1%	1%	2%	-%	-%	-%	2%	2%	1%	1%	**	1%	1%	-%	-%	**	1%	*%	4%	-%	1%	-%
			c				d												qs			
Other	9	3	5	1	3	-	5	1	6	3	**	2	2	2	2	**	3	2	3	1	6	3
	1%	1%	2%	1%	1%	-%	2%	1%	1%	1%	**	1%	1%	2%	2%	**	1%	1%	2%	*%	1%	3%
																					t	
Plusnet	7	3	3	-	2	-	1	3	3	3	**	3	3	1	1	**	3	3	*	-	5	1
	1%	1%	1%	-%	1%	-%	1%	2%	1%	1%	**	1%	1%	1%	1%	**	1%	1%	*%	-%	1%	1%
			c																			

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 196**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB2. Which supplier do you use for your package?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER	£30-	£50+	INAC-	PASSIVE	INTER-	ENG-	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30 a	£49 b	£50+ c	TIVE d	e	ESTED f	AGED g	h	i	~j	k	l	m	n	~o	p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
TMobile	4 1%	- -%	1 *%	3 1%	2 1%	- -%	- -%	3 1% f	4 1% i	- -%	** **	3 1%	1 *%	- -%	- -%	** **	- -%	4 2% p	- -%	- -%	3 *%	2 2%
Pipex	4 1%	1 1%	2 1%	- -%	1 1%	2 1%	- -%	1 *%	3 1%	1 *%	** **	2 *%	2 1%	1 1%	1 1%	** **	1 *%	1 *%	* *%	2 1%	4 1%	* *%
Utility Warehouse	4 *%	* *%	1 *%	1 *%	- -%	1 1%	3 1%	- -%	2 *%	2 *%	** **	1 *%	3 1%	- -%	- -%	** **	2 1%	- -%	1 1%	1 1%	3 *%	* *%
Post Office	3 *%	1 *%	2 1%	* *%	1 1%	- -%	1 *%	1 1%	2 *%	1 *%	** **	1 *%	1 *%	1 1%	1 1%	** **	1 *%	2 1%	* *%	- -%	2 *%	* *%
'3' mobile	2 *%	1 1%	- -%	1 *%	1 1%	- -%	1 *%	* *%	2 *%	* *%	** **	2 *%	* *%	- -%	- -%	** **	- -%	1 1%	- -%	- -%	1 *%	- -%
Kingston Communications	2 *%	1 *%	1 *%	- -%	2 1%	- -%	- -%	- -%	1 *%	1 *%	** **	1 *%	- -%	1 1%	1 1%	** **	1 *%	- -%	- -%	1 *%	- -%	1 1% t
Vodafone	1 *%	- -%	1 1%	- -%	- -%	1 1%	- -%	* *%	* *%	1 *%	** **	1 *%	* *%	- -%	- -%	** **	1 1%	- -%	- -%	- -%	1 *%	* *%
Tesco	1 *%	* *%	- -%	- -%	* *%	- -%	- -%	* *%	- -%	1 *%	** **	- -%	1 *%	- -%	- -%	** **	- -%	1 *%	- -%	- -%	1 *%	- -%
Smallworld	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	1 *%	** **	- -%	- -%	1 1%	1 1%	** **	- -%	- -%	- -%	1 *%	1 *%	- -%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 196**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB2. Which supplier do you use for your package?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		a	b	c	d
Significance Level: 95%					
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Virgin Media/ NTL/ Telewest	224	30	26	41	81
	28%	35%	34%	26%	27%
Sky	208	18	17	38	80
	26%	21%	22%	24%	27%
BT	170	18	13	38	65
	21%	20%	17%	24%	21%
Talk Talk/ Carphone Warehouse/ Tiscali/ Homechoice	122	13	11	22	46
	15%	15%	14%	14%	15%
Orange	26	1	3	9	10
	3%	1%	3%	6%	3%
AOL	11	-	2	1	7
	1%	-%	3%	*%	2%
O2	10	-	-	4	2
	1%	-%	-%	3%	1%
Other	9	*	2	4	1
	1%	*%	2%	2%	*%
Plusnet	7	2	-	-	4
	1%	2%	-%	-%	1%
TMobile	4	-	2	-	2
	1%	-%	2%	-%	1%
			c		
Pipex	4	*	*	2	*
	1%	*%	1%	1%	*%
Utility Warehouse	4	1	-	*	2
	*%	1%	-%	*%	1%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 196**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB2. Which supplier do you use for your package?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Post Office	3	2	-	-	*
	*%	2%	-%	-%	*%
		d			
'3' mobile	2	1	-	-	-
	*%	1%	-%	-%	-%
		d			
Kingston Communications	2	-	-	-	-
	*%	-%	-%	-%	-%
Vodafone	1	-	-	-	1
	*%	-%	-%	-%	*%
Tesco	1	-	-	*	*
	*%	-%	-%	*%	*%
Smallworld	1	-	1	-	-
	*%	-%	1%	-%	-%
Columns Tested: a,b,c,d					

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 197**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3. How long has (PACKAGE SERVICE PROVIDER) been providing this package of services?**

Base : Those with a bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Less than 3 months	19 2%	13 2%	6 2%	7 2%	10 3%	18 2%	18 2%	11 3%	** **	10 3%	3 1%	5 5%	10 13%	1 *%	11 3%	8 2%	** **	10 3%	1 *%	18 3%	1 *%	8 1%
3-6 months	53 7%	37 7%	16 5%	24 7%	20 6%	48 6%	47 7%	24 6%	** **	29 8%	16 5%	8 8%	30 39%	1 *%	32 9%	21 5%	** **	27 9%	5 3%	48 8%	- -%	22 4%
7-12 months	58 7%	36 7%	22 7%	16 5%	27 8%	48 6%	49 7%	37 9%	** **	34 9%	19 6%	6 5%	20 26%	7 3%	27 8%	31 7%	** **	23 8%	13 7%	45 7%	10 9%	27 5%
More than a year, up to 2 years	112 14%	74 14%	37 13%	44 13%	54 16%	107 14%	106 15%	64 15%	** **	44 12%	54 17%	13 13%	6 8%	52 19%	57 16%	54 12%	** **	48 17%	33 18%	77 13%	20 17%	77 14%
More than 2 years, up to 4 years	168 21%	103 20%	66 22%	73 22%	65 20%	151 20%	147 21%	81 19%	** **	74 20%	69 21%	25 24%	4 5%	75 28%	79 23%	89 19%	** **	60 21%	52 28%	116 19%	33 27%	117 20%
More than 4 years, up to 6 years	146 18%	99 19%	47 16%	65 20%	57 17%	135 18%	128 18%	74 17%	** **	70 18%	60 18%	16 15%	2 2%	63 23%	65 19%	81 18%	** **	52 18%	28 15%	116 19%	18 15%	120 21%
More than 6 years, up to 10 years	116 14%	72 14%	44 15%	49 15%	46 14%	104 14%	101 14%	60 14%	** **	50 13%	51 16%	15 15%	4 5%	36 13%	40 11%	77 17%	** **	31 11%	33 17%	82 13%	22 18%	86 15%
More than 10 years	126 16%	74 14%	52 18%	52 16%	50 15%	119 16%	111 16%	72 17%	** **	63 17%	47 15%	16 15%	1 2%	33 12%	35 10%	91 20%	** **	29 10%	23 12%	101 16%	18 15%	101 18%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 197**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3. How long has (PACKAGE SERVICE PROVIDER) been providing this package of services?**

Base : Those with a bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-		MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							BAND	TV														
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Don't know	12	6	6	2	3	11	9	9	**	6	6	1	-	4	4	8	**	3	*	12	*	12
	1%	1%	2%	1%	1%	1%	1%	2%	**	1%	2%	1%	-%	2%	1%	2%	**	1%	*%	2%	*%	2%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 197**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3. How long has (PACKAGE SERVICE PROVIDER) been providing this package of services?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30-£49 b	£50+ c	INAC-TIVE d	PASSIVE e	INTER-ESTED f	ENG-AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%																						
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Less than 3 months	19 2%	5 3%	6 2%	4 1%	6 3%	1 1%	6 2%	5 3%	8 2%	11 3%	** **	8 2%	7 3%	1 1%	1 1%	** **	7 3%	7 3%	2 1%	2 1%	13 2%	2 2%
3-6 months	53 7%	17 8%	20 7%	13 5%	9 5%	7 5%	16 5%	21 11% def	28 7%	25 6%	** **	29 8% l	11 4%	4 4%	4 4%	** **	10 5%	22 9%	8 6%	9 5%	37 6%	11 11% t
7-12 months	58 7%	17 8%	19 7%	17 6%	6 4%	8 6%	24 8% d	20 10% d	21 5%	37 9% h	** **	23 6%	21 8%	4 5%	6 6%	** **	14 6%	16 6%	9 6%	17 11%	43 7%	5 6%
More than a year, up to 2 years	112 14%	27 13%	39 14%	41 15%	18 10%	14 10%	39 14%	41 21% def	58 15%	54 13%	** **	60 16% l	30 12%	10 12%	11 11%	** **	38 18% q	27 11%	23 17%	18 11%	85 13%	11 11%
More than 2 years, up to 4 years	168 21%	47 23%	62 22%	47 18%	36 20%	31 22%	62 21%	39 20%	77 20%	91 22%	** **	77 21%	47 18%	18 22%	22 21%	** **	45 21%	49 19%	30 22%	40 24%	139 21%	20 21%
More than 4 years, up to 6 years	146 18%	36 18%	54 19%	47 18%	37 21% g	34 24% g	53 18% g	22 11%	74 19%	72 17%	** **	72 19%	44 17%	17 21%	21 21%	** **	40 18%	43 17%	30 22%	24 15%	118 18%	16 17%
More than 6 years, up to 10 years	116 14%	34 17%	35 12%	40 15%	28 15%	21 15%	43 15%	25 13%	47 12%	69 16%	** **	60 16%	40 15%	8 10%	11 11%	** **	33 15%	44 18%	16 12%	21 13%	101 16%	12 13%
More than 10 years	126 16%	17 9%	40 15% a	55 21% a	36 20% g	22 15%	45 15%	24 12%	71 18% i	55 13%	** **	42 11%	55 21% k	19 23% k	24 23% k	** **	30 14%	42 16%	17 12%	31 19%	102 16%	18 19%
Don't know	12 1%	3 2%	2 1%	3 1%	3 2%	6 4% fg	2 1%	* *% fg	5 1%	7 2%	** **	3 1%	3 1%	1 1%	1 1%	** **	- -%	3 1%	2 2%	1 1%	12 2%	- -%
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																						



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 197**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3. How long has (PACKAGE SERVICE PROVIDER) been providing this package of services?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Less than 3 months	19 2%	2 2%	2 2%	4 2%	11 4%
3-6 months	53 7%	6 7%	5 6%	14 9%	20 6%
7-12 months	58 7%	12 14%	10 13%	7 4%	18 6%
		cd	cd		
More than a year, up to 2 years	112 14%	13 15%	8 10%	18 11%	50 17%
More than 2 years, up to 4 years	168 21%	19 22%	13 18%	36 23%	58 19%
More than 4 years, up to 6 years	146 18%	12 14%	16 21%	24 15%	55 18%
More than 6 years, up to 10 years	116 14%	7 8%	13 17%	28 18%	45 15%
			a	a	
More than 10 years	126 16%	14 16%	9 12%	25 16%	45 15%
Don't know	12 1%	2 2%	* 1%	2 1%	2 1%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 198**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3b. Approximately how much is your average monthly bill for your package of services? IF NECESSARY - Please include all charges such as a monthly subscription or rental charge, call charges, and any programme subscription or pay to view charges.**

Base : Those with a bundle of services, where the bill is paid within the household

		RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		
		Total	YES	NO	LL & BB	LL & TV & BB	BROAD-			TV	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							LAND-LINE	BAND							LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%			a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u	
Unweighted total		1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890	
Effective Weighted Sample		909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665	
Total		809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568	
Up to £19	(12.0)	41	25	16	30	6	37	35	6	**	25	12	3	6	12	17	23	**	17	6	35	2	31	
		5%	5%	5%	9%	2%	5%	5%	1%	**	7%	4%	3%	7%	4%	5%	5%	**	6%	3%	6%	2%	5%	
£20-£29	(25.0)	165	105	60	115	23	152	147	39	**	81	69	15	19	49	68	97	**	53	43	119	19	117	
		20%	20%	20%	35%	7%	20%	21%	9%	**	21%	21%	14%	24%	18%	19%	21%	**	19%	23%	19%	16%	21%	
£30-£39	(35.0)	168	109	59	92	51	155	152	70	**	76	64	28	16	53	70	98	**	59	44	123	31	111	
		21%	21%	20%	28%	15%	21%	21%	16%	**	20%	20%	27%	21%	20%	20%	21%	**	21%	23%	20%	25%	19%	
£40-£49	(45.0)	109	70	38	36	50	102	96	63	**	50	44	14	10	34	44	65	**	32	26	82	20	75	
		13%	14%	13%	11%	15%	14%	13%	15%	**	13%	14%	14%	13%	12%	13%	14%	**	11%	14%	13%	16%	13%	
£50 or more	(55.0)	267	176	91	32	182	240	234	222	**	113	116	38	21	109	131	136	**	104	61	203	44	187	
		33%	34%	31%	10%	55%	32%	33%	51%	**	30%	36%	37%	28%	40%	37%	30%	**	37%	33%	33%	36%	33%	
Don't know		60	30	31	27	20	55	53	32	**	36	19	5	5	15	20	40	**	19	7	52	6	47	
		7%	6%	10%	8%	6%	7%	7%	7%	**	9%	6%	5%	6%	6%	6%	9%	**	7%	4%	9%	5%	8%	
Mean score		40.1	40.4	39.7	32.2	47.1	40.0	40.1	46.4	**	39.0	40.9	41.9	38.0	41.8	41.0	39.5	**	40.6	40.2	40.1	42.2	40.0	
Standard deviation		13.47	13.42	13.58	11.69	10.93	13.44	13.40	11.27	**	13.87	13.28	12.43	13.89	13.41	13.59	13.36	**	13.86	12.85	13.68	12.01	13.7	
Standard error		.40	.49	.68	.53	.51	.41	.42	.46	**	.60	.62	1.03	1.30	.66	.60	.54	**	.67	.81	.46	.97	.48	
Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u																								

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 198**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3b. Approximately how much is your average monthly bill for your package of services? IF NECESSARY - Please include all charges such as a monthly subscription or rental charge, call charges, and any programme subscription or pay to view charges.**

Base : Those with a bundle of services, where the bill is paid within the household

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY		
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u	
Significance Level: 95%																							
Unweighted total		1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample		909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total		809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Up to £19	(12.0)	41	41	-	-	10	12	11	8	23	17	**	16	15	4	6	**	10	13	7	8	33	5
		5%	20% bc	-%	-%	5%	8%	4%	4%	6%	4%	**	4%	6%	5%	6%	**	5%	5%	5%	5%	5%	5%
£20-£29	(25.0)	165	165	-	-	38	25	67	35	85	80	**	72	57	18	23	**	43	51	23	37	127	21
		20%	80% bc	-%	-%	21%	17%	23%	18%	22%	19%	**	19%	22%	22%	22%	**	20%	20%	17%	23%	20%	23%
£30-£39	(35.0)	168	-	168	-	39	35	48	46	76	92	**	76	50	19	22	**	44	57	30	31	131	21
		21%	-%	61% ac	-%	22%	24%	17%	24% f	19%	22%	**	20%	19%	23%	22%	**	20%	22%	22%	19%	20%	22%
£40-£49	(45.0)	109	-	109	-	26	21	32	30	47	62	**	52	33	11	16	**	31	30	22	22	91	14
		13%	-%	39% ac	-%	14%	15%	11%	15%	12%	15%	**	14%	13%	14%	16%	**	15%	12%	16%	13%	14%	15%
£50 or more	(55.0)	267	-	-	267	47	43	108	68	134	133	**	133	82	22	25	**	74	85	46	51	217	29
		33%	-%	-%	100% ab	26%	30%	37% d	35%	34%	32%	**	36% mn	32%	26%	25%	**	34%	33%	33%	31%	33%	31%
Don't know		60	-	-	-	19	8	23	10	25	35	**	24	22	8	9	**	14	18	9	15	51	5
		7%	-%	-%	-%	11% g	6%	8%	5%	6%	8%	**	6%	9%	10%	9%	**	6%	7%	7%	9%	8%	5%
Mean score		40.1	22.4	38.9 a	55.0	38.8	39.2	40.8	41.0	39.8	40.4	**	41.0 n	39.4	38.6	38.1	**	40.6	40.0	40.8	39.6	40.4	39.3
Standard deviation		13.47	5.19	4.89	-	13.31	13.83	13.76	12.90	13.92	13.05	**	13.31	13.80	13.29	13.4	**	13.4	13.5	13.2	13.6	13.47	13.46
Standard error		.40	.29	.24	-	.80	1.00	.68	.79	.58	.55	**	.66	.59	1.14	1.04	**	.79	.76	.80	.97	.44	1.13
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																							

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 198**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3b. Approximately how much is your average monthly bill for your package of services? IF NECESSARY - Please include all charges such as a monthly subscription or rental charge, call charges, and any programme subscription or pay to view charges.**

Base : Those with a bundle of services, where the bill is paid within the household

		HOUSEHOLD INCOME				
		UP TO				
		Total	£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%			a	b	c	d
Unweighted total		1237	130	121	236	452
Effective Weighted Sample		909	107	93	148	365
Total		809	87	75	158	303
Up to £19	(12.0)	41	5	3	9	16
		5%	6%	4%	6%	5%
£20-£29	(25.0)	165	18	20	34	54
		20%	21%	26%	22%	18%
£30-£39	(35.0)	168	24	16	32	58
		21%	28%	21%	21%	19%
£40-£49	(45.0)	109	12	6	25	45
		13%	14%	9%	16%	15%
£50 or more	(55.0)	267	24	27	53	113
		33%	27%	36%	33%	37%
Don't know		60	4	3	5	18
		7%	4%	4%	3%	6%
Mean score		40.1	38.6	39.8	39.9	41.3
Standard deviation		13.47	13.11	13.66	13.59	13.49
Standard error		.40	1.18	1.27	.90	.66
Columns Tested: a,b,c,d						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 199**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3b. Approximately how much is your average monthly bill for your package of services? IF NECESSARY - Please include all charges such as a monthly subscription or rental charge, call charges, and any programme subscription or pay to view charges.**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

		RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		
		Total	YES	NO	LL & BB	LL & TV & BB	BROAD-				VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	
							LAND-LINE	BAND	TV	MOBILE				LAST YEAR	AGO	EVER	NEVER							
Significance Level: 95%		a	~b	c	d	e	f	g	~h	i	j	~k	~l	m	n	o	~p	q	r	s	t	u		
Unweighted total		795	795	-	333	348	755	726	427	69	408	303	82	94	291	385	410	62	321	151	634	107	562	
Effective Weighted Sample		603	603	-	256	275	592	551	336	44	300	237	66	75	235	309	296	50	258	106	492	76	433	
Total		514	514	-	201	234	480	466	287	48	260	202	51	61	187	248	266	42	204	104	404	79	352	
Up to £19	(12.0)	25	25	-	19	5	24	22	5	**	18	6	**	**	9	13	12	**	12	2	23	1	19	
		5%	5%	-%	10%	2%	5%	5%	2%	**	7%	3%	**	**	5%	5%	5%	**	6%	2%	6%	1%	5%	
£20-£29	(25.0)	105	105	-	77	19	102	96	24	**	55	40	**	**	30	43	61	**	33	25	77	14	69	
		20%	20%	-%	38%	8%	21%	21%	8%	**	21%	20%	**	**	16%	17%	23%	**	16%	24%	19%	18%	20%	
£30-£39	(35.0)	109	109	-	55	37	99	99	49	**	54	40	**	**	40	54	55	**	45	28	80	19	71	
		21%	21%	-%	28%	16%	21%	21%	17%	**	21%	20%	**	**	22%	22%	20%	**	22%	27%	20%	24%	20%	
£40-£49	(45.0)	70	70	-	20	34	65	65	41	**	33	31	**	**	25	32	38	**	25	14	56	12	50	
		14%	14%	-%	10%	15%	14%	14%	14%	**	13%	15%	**	**	13%	13%	14%	**	12%	14%	14%	15%	14%	
£50 or more	(55.0)	176	176	-	17	128	164	158	154	**	79	79	**	**	75	95	81	**	79	31	142	30	120	
		34%	34%	-%	8%	55%	34%	34%	53%	**	30%	39%	**	**	40%	38%	31%	**	39%	30%	35%	38%	34%	
Don't know		30	30	-	14	10	27	27	15	**	21	6	**	**	8	11	19	**	11	3	26	4	22	
		6%	6%	-%	7%	4%	6%	6%	5%	**	8%	3%	**	**	4%	4%	7%	**	5%	3%	6%	5%	6%	
Mean score		40.4	40.4	-	31.4	46.7	40.2	40.4	46.5	**	39.0	41.9	**	**	42.0	41.3	39.5	**	41.3	39.5	40.6	42.4	40.4	
Standard deviation		13.42	13.42	-	11.34	11.39	13.51	13.36	11.26	**	13.91	12.91	**	**	13.25	13.45	13.36	**	13.70	12.47	13.66	12.00	13.6	
Standard error		.49	.49	-	.65	.63	.51	.51	.56	**	.72	.76	**	**	.79	.70	.69	**	.79	1.04	.56	1.20	.59	
Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u																								

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 199**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3b. Approximately how much is your average monthly bill for your package of services? IF NECESSARY - Please include all charges such as a monthly subscription or rental charge, call charges, and any programme subscription or pay to view charges.**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY		
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 ~m	65+ ~n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL ~u	
Significance Level: 95%		Total																					
Unweighted total		795	218	274	252	180	139	283	193	415	380	13	287	393	81	94	13	206	229	193	127	652	99
Effective Weighted Sample		603	179	196	192	151	100	212	149	316	288	13	262	378	77	89	12	176	169	117	113	504	70
Total		514	130	179	176	103	97	182	133	261	253	33	248	173	45	52	7	146	161	90	94	418	63
Up to £19	(12.0)	25	25	-	-	5	9	6	5	16	9	**	11	9	**	**	**	7	9	4	4	19	**
		5%	19%	-%	-%	5%	9%	3%	3%	6%	4%	**	4%	5%	**	**	**	4%	5%	4%	5%	5%	**
			bc				f																
£20-£29	(25.0)	105	105	-	-	23	14	42	27	53	51	**	42	43	**	**	**	29	31	15	24	85	**
		20%	81%	-%	-%	22%	14%	23%	20%	20%	20%	**	17%	25%	**	**	**	20%	19%	17%	26%	20%	**
			bc										k										
£30-£39	(35.0)	109	-	109	-	20	26	29	35	53	56	**	51	34	**	**	**	29	39	23	14	87	**
		21%	-%	61%	-%	19%	26%	16%	26%	20%	22%	**	21%	20%	**	**	**	20%	24%	25%	15%	21%	**
				ac			f		f														
£40-£49	(45.0)	70	-	70	-	14	14	24	18	32	38	**	37	24	**	**	**	22	22	15	10	57	**
		14%	-%	39%	-%	14%	14%	13%	14%	12%	15%	**	15%	14%	**	**	**	15%	13%	17%	11%	14%	**
				ac																			
£50 or more	(55.0)	176	-	-	176	32	31	69	44	92	84	**	96	50	**	**	**	51	56	29	32	145	**
		34%	-%	-%	100%	31%	32%	38%	33%	35%	33%	**	39%	29%	**	**	**	35%	34%	32%	34%	35%	**
					ab								l										
Don't know		30	-	-	-	9	3	12	5	15	15	**	11	13	**	**	**	8	6	4	9	25	**
		6%	-%	-%	-%	9%	4%	7%	4%	6%	6%	**	4%	7%	**	**	**	6%	3%	5%	9%	6%	**
																				q			
Mean score		40.4	22.5	38.9	55.0	39.6	39.4	41.3	40.4	40.2	40.6	**	41.8	38.7	**	**	**	40.8	40.2	40.7	39.6	40.6	**
				a	ab								l										
Standard deviation		13.42	5.15	4.90	*	13.61	14.05	13.51	12.77	13.87	12.97	**	13.20	13.59	**	**	**	13.3	13.4	12.7	14.1	13.37	**
Standard error		.49	.35	.30	*	1.06	1.21	.83	.94	.70	.69	**	.80	.71	**	**	**	.96	.90	.94	1.32	.54	**
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																							

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 199**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3b. Approximately how much is your average monthly bill for your package of services? IF NECESSARY - Please include all charges such as a monthly subscription or rental charge, call charges, and any programme subscription or pay to view charges.**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

		HOUSEHOLD INCOME			
		UP TO			
		Total	£11.5K ~a	£11.5K-£17.5K ~b	£17.5K-£29.9K c £30K+ d
Significance Level: 95%					
Unweighted total		795	72	76	155 313
Effective Weighted Sample		603	57	57	100 254
Total		514	45	49	102 214
Up to £19	(12.0)	25	**	**	5 9
		5%	**	**	5% 4%
£20-£29	(25.0)	105	**	**	25 34
		20%	**	**	25% 16%
					d
£30-£39	(35.0)	109	**	**	24 44
		21%	**	**	23% 21%
£40-£49	(45.0)	70	**	**	17 33
		14%	**	**	16% 16%
£50 or more	(55.0)	176	**	**	28 83
		34%	**	**	28% 39%
					c
Don't know		30	**	**	3 10
		6%	**	**	3% 5%
Mean score		40.4	**	**	38.6 42.1
					c
Standard deviation		13.42	**	**	13.11 13.11
Standard error		.49	**	**	1.07 .76
Columns Tested: a,b,c,d					

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 200**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3c. Do you have a contract with (PACKAGE SERVICE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?**

Base : Those with a bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		
					LL & TV & BB	BROAD-LINE	BAND	TV	MOBILE				LONGER						ACTIVE /OPEN	NOT INT'TED			
	Total	YES a	NO b		LL & BB c	e	f	g	~h		VERY i	QUITE j	NOT k	LAST YEAR l	AGO m	EVER n	NEVER o	YES ~p	NO q	r	s	YES t	NO u
Significance Level: 95%																							
Unweighted total	1237	795	442		540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309		421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295		332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
No, don't have a contract	296	185	111		102	140	272	264	186	**	142	115	38	10	112	122	174	**	95	71	224	51	218
	37%	36%	38%		31%	42% c	37% c	37% c	43% cef	**	37%	36%	37%	13%	41% l	35% l	38% l	**	34%	38%	36%	42%	38%
Within the next month	10	7	4		5	3	8	7	5	**	2	6	3	-	3	3	8	**	2	8	2	3	6
	1%	1%	1%		1%	1%	1%	1%	1%	**	%	2%	3%	-%	1%	1%	2%	**	1%	4% s	%	3%	1%
In 1-3 months	29	20	9		13	13	29	26	15	**	13	9	7	4	13	17	12	**	10	10	19	7	16
	4%	4%	3%		4%	4%	4%	4%	4%	**	3%	3%	6%	5%	5%	5%	3%	**	4%	6%	3%	6%	3%
In 4-6 months	44	37	7		20	18	41	43	20	**	21	18	5	8	20	28	17	**	21	9	34	11	23
	5%	7% b	2%		6%	5%	5%	6%	5%	**	6%	6%	5%	10% o	7% o	8% o	4%	**	7%	5%	6%	9% u	4%
In 7-12 months	134	94	40		59	41	115	117	59	**	69	52	14	23	37	60	74	**	53	29	104	16	89
	17%	18%	13%		18% d	12%	16%	16%	14%	**	18%	16%	13%	30% mno	14%	17%	16%	**	19%	16%	17%	13%	16%
In more than 12 months	96	67	29		47	32	84	79	37	**	46	39	11	19	23	42	54	**	34	22	74	10	64
	12%	13%	10%		14% dg	10%	11%	11%	9%	**	12%	12%	11%	24% mno	8%	12%	12%	**	12%	12%	12%	8%	11%
Not sure when contract runs out	146	78	67		64	61	140	130	76	**	61	63	21	12	49	61	85	**	51	29	114	21	105
	18%	15%	23% a		19%	18%	19%	18%	18%	**	16%	19%	20%	15%	18%	17%	18%	**	18%	16%	19%	17%	18%
Don't know if I have a contract	54	26	28		22	24	51	50	32	**	28	22	5	2	16	18	36	**	17	8	44	4	48
	7%	5%	9% a		7%	7%	7%	7%	7%	**	7%	7%	5%	2%	6%	5%	8%	**	6%	4%	7%	3%	8%
																						t	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 200**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3c. Do you have a contract with (PACKAGE SERVICE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30-£49 b	£50+ c	INACTIVE d	PASSIVE e	INTERESTED f	ENGAGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%																						
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
No, don't have a contract	296	70	102	105	64	64	105	62	147	148	**	138	99	29	36	**	86	82	53	57	252	31
	37%	34%	37%	39%	36%	45%	36%	32%	38%	35%	**	37%	38%	35%	35%	**	40%	32%	39%	35%	39%	33%
Within the next month	10	2	6	2	2	-	3	6	4	6	**	8	2	1	1	**	3	3	2	3	10	-
	1%	1%	2%	1%	1%	-%	1%	3%	1%	1%	**	2%	1%	1%	1%	**	1%	1%	1%	2%	2%	-%
In 1-3 months	29	9	9	11	1	2	16	10	19	10	**	14	6	2	3	**	5	9	6	8	22	1
	4%	4%	3%	4%	1%	1%	5%	5%	5%	2%	**	4%	2%	3%	3%	**	3%	3%	4%	5%	3%	1%
In 4-6 months	44	17	12	14	6	7	15	16	19	25	**	21	15	3	3	**	20	12	6	6	35	7
	5%	8%	4%	5%	3%	5%	5%	8%	5%	6%	**	6%	6%	4%	3%	**	9%	5%	4%	3%	5%	7%
In 7-12 months	134	45	52	34	30	19	49	35	62	72	**	63	36	15	20	**	31	45	23	29	99	17
	17%	22%	19%	13%	17%	13%	17%	18%	16%	17%	**	17%	14%	18%	19%	**	14%	18%	17%	18%	15%	18%
In more than 12 months	96	24	32	35	19	15	32	30	49	47	**	47	28	9	11	**	24	35	10	21	69	16
	12%	12%	12%	13%	11%	10%	11%	15%	12%	11%	**	12%	11%	10%	11%	**	11%	14%	8%	13%	11%	17%
Not sure when contract runs out	146	28	48	47	36	26	52	31	67	79	**	65	51	14	17	**	34	53	26	26	114	18
	18%	14%	17%	18%	20%	18%	18%	16%	17%	19%	**	17%	20%	18%	17%	**	16%	21%	19%	16%	18%	19%
Don't know if I have a contract	54	10	17	18	20	9	19	6	23	31	**	20	22	9	11	**	12	15	11	13	47	5
	7%	5%	6%	7%	11%	7%	7%	3%	6%	7%	**	5%	8%	11%	11%	**	5%	6%	8%	8%	7%	5%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 200**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3c. Do you have a contract with (PACKAGE SERVICE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
No, don't have a contract	296	25	26	54	122
	37%	29%	34%	34%	40%
		a			
Within the next month	10	3	-	2	4
	1%	3%	-%	1%	1%
In 1-3 months	29	3	6	4	8
	4%	3%	8%	3%	3%
			cd		
In 4-6 months	44	2	5	14	20
	5%	2%	6%	9%	7%
				a	
In 7-12 months	134	16	19	23	52
	17%	19%	25%	15%	17%
			c		
In more than 12 months	96	14	6	19	37
	12%	16%	9%	12%	12%
Not sure when contract runs out	146	20	13	28	42
	18%	23%	17%	18%	14%
		d			
Don't know if I have a contract	54	3	1	14	18
	7%	4%	1%	9%	6%
				b	

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 201**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3a. Before you had this package of services with (PACKAGE SERVICE PROVIDER) did you already have any of the individual services covered by the package with (PACKAGE SERVICE PROVIDER)?**

Base : Those with a bundle of services, where the bill is paid within the household

		RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
First time with supplier and took whole package at the same time	441 54%	280 55%	160 54%	166 50%	198 59% c	405 55%	389 54%	256 59% c	** **	220 58% k	171 53%	49 47%	45 58%	135 49%	179 51%	261 57% m	** **	132 47%	101 54%	339 55%	56 46%	319 56% t
Already had landline with this supplier	195 24%	129 25%	66 22%	124 37% defg	58 18%	195 26% dg	180 25% dg	66 15%	** **	84 22%	76 23%	35 34% ij	13 17%	75 28% l	88 25%	107 23%	** **	79 28%	48 25%	145 24%	31 25%	139 24%
Already had TV service with this supplier	105 13%	72 14%	34 11%	2 1%	79 24% cef	96 13% c	91 13% c	103 24% cef	** **	46 12%	45 14%	14 14%	9 11%	47 17% o	56 16% o	50 11%	** **	51 18%	17 9%	86 14%	23 19%	70 12%
Already had fixed broadband access with this supplier	87 11%	63 12%	24 8%	39 12%	39 12%	83 11%	85 12%	45 10%	** **	38 10%	33 10%	15 15%	10 13%	33 12%	43 12%	43 9%	** **	38 13%	20 11%	67 11%	20 16% u	54 9%
Already had mobile phone with this supplier	24 3%	14 3%	10 3%	- -%	1 *% c	10 1% c	14 2% cd	4 1%	** **	11 3%	11 3%	2 2%	1 2%	7 3%	9 2%	15 3%	** **	8 3%	12 6% s	12 2%	9 7% u	11 2%
Already had mobile broadband access with this supplier	6 1%	3 *% f	3 1%	2 1% f	1 *% f	4 1% f	- -% f	3 1% f	** **	2 1%	2 1%	1 1%	1 1%	2 1%	3 1%	3 1%	** **	3 1%	* *% f	5 1%	- -% f	5 1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 201**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3a. Before you had this package of services with (PACKAGE SERVICE PROVIDER) did you already have any of the individual services covered by the package with (PACKAGE SERVICE PROVIDER)?**

Base : Those with a bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-		MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Don't know	50	25	25	22	15	44	42	24	**	24	22	5	2	7	10	41	**	8	9	39	5	39
	6%	5%	8%	7%	5%	6%	6%	6%	**	6%	7%	5%	3%	3%	3%	9%	**	3%	5%	6%	4%	7%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 201**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3a. Before you had this package of services with (PACKAGE SERVICE PROVIDER) did you already have any of the individual services covered by the package with (PACKAGE SERVICE PROVIDER)?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30-£49 b	£50+ c	INAC-TIVE d	PASSIVE e	INTER-ESTED f	ENG-AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%																						
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
First time with supplier and took whole package at the same time	441 54%	121 59%	144 52%	138 52%	95 53%	81 56%	161 56%	104 52%	219 56%	221 53%	** **	202 54%	133 51%	47 57%	60 59%	** **	106 49%	145 57%	75 55%	98 60% p	353 54%	45 47%
Already had landline with this supplier	195 24%	48 23%	81 29% c	54 20%	51 29% f	36 25%	62 21%	47 24%	99 25%	97 23%	** **	94 25%	68 26%	22 26%	26 26%	** **	63 29% s	56 22%	33 24%	33 21%	154 24%	33 35% t
Already had TV service with this supplier	105 13%	6 3%	25 9% a	69 26% ab	16 9%	19 13%	43 15% d	28 14%	47 12%	58 14%	** **	57 15% n	31 12%	8 10%	9 9%	** **	32 15%	35 14%	15 11%	17 11%	92 14% u	5 6%
Already had fixed broadband access with this supplier	87 11%	20 10%	38 14%	27 10%	16 9%	18 12%	28 10%	25 13%	49 13%	38 9%	** **	44 12% mn	30 11% mn	4 5%	5 5%	** **	30 14% s	27 10%	12 8%	10 6%	70 11%	10 11%
Already had mobile phone with this supplier	24 3%	3 1%	10 4%	11 4% a	2 1%	3 2%	12 4% d	6 3%	6 2%	18 4% h	** **	7 2%	5 2%	1 1%	1 1%	** **	8 4%	6 2%	6 5% s	1 1%	18 3%	5 5%
Already had mobile broadband access with this supplier	6 1%	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	- -%	2 *%	4 1%	** **	4 1%	2 1%	- -%	- -%	** **	2 1%	1 1%	2 1%	1 *%	5 1%	1 1%
Don't know	50 6%	21 10% bc	13 5%	10 4%	14 8%	14 10% fg	14 5%	8 4%	19 5%	31 7%	** **	22 6%	19 7%	6 8%	7 7%	** **	10 5%	9 4%	8 6%	16 10% pq	44 7%	4 4%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 201**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3a. Before you had this package of services with (PACKAGE SERVICE PROVIDER) did you already have any of the individual services covered by the package with (PACKAGE SERVICE PROVIDER)?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
First time with supplier and took whole package at the same time	441	54	42	82	168
	54%	62%	56%	52%	56%
Already had landline with this supplier	195	18	18	37	77
	24%	21%	25%	24%	26%
Already had TV service with this supplier	105	12	8	15	41
	13%	14%	11%	10%	14%
Already had fixed broadband access with this supplier	87	5	7	14	40
	11%	6%	9%	9%	13%
					a
Already had mobile phone with this supplier	24	2	2	12	6
	3%	3%	2%	7%	2%
				d	
Already had mobile broadband access with this supplier	6	1	1	-	2
	1%	2%	1%	-%	1%
Don't know	50	2	7	10	13
	6%	2%	9%	6%	4%
			ad		

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 202**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3d. When you purchased the package of services with (PACKAGE SERVICE PROVIDER) would you say that you were interested in ALL of the services you have in this package, or were there any services that you were particularly interested in?**

Base : Those with a bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-				VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND	TV	MOBILE				LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Interested in all services	420	272	148	156	192	390	376	245	**	208	167	45	44	140	184	237	**	148	89	330	64	292
	52%	53%	50%	47%	58%	53%	52%	57%	**	55%	52%	43%	57%	51%	53%	51%	**	52%	47%	54%	52%	51%
Fixed broadband	249	158	91	133	88	226	249	102	**	115	99	36	24	85	110	139	**	93	69	178	40	169
	31%	31%	31%	40%	26%	31%	35%	24%	**	30%	30%	35%	32%	31%	31%	30%	**	33%	37%	29%	33%	30%
				deg		g	dg												s			
Landline	171	112	59	96	59	171	153	70	**	88	60	23	23	53	75	96	**	61	37	134	19	121
	21%	22%	20%	29%	18%	23%	21%	16%	**	23%	19%	23%	30%	19%	22%	21%	**	21%	20%	22%	16%	21%
				defg		dg	g						m									
TV service	123	84	39	1	90	109	106	122	**	49	56	17	9	42	51	72	**	42	26	95	21	91
	15%	16%	13%	1%	27%	15%	15%	28%	**	13%	17%	16%	11%	16%	15%	16%	**	15%	14%	15%	17%	16%
				cef	cef	c	c	cef														
Mobile broadband	21	15	6	13	5	18	-	5	**	11	9	1	2	2	4	17	**	4	4	17	3	15
	3%	3%	2%	4%	2%	2%	-%	1%	**	3%	3%	1%	3%	1%	1%	4%	**	2%	2%	3%	2%	3%
				fg	f	f		f								mn						
Mobile phone	20	15	5	-	1	9	12	4	**	11	5	3	*	6	6	13	**	6	9	11	2	15
	2%	3%	2%	-%	1%	1%	2%	1%	**	3%	2%	3%	1%	2%	2%	3%	**	2%	5%	2%	1%	3%
						c	cd												s			
Don't know	28	10	18	13	8	23	25	13	**	14	12	2	1	5	6	22	**	6	3	23	1	26
	3%	2%	6%	4%	2%	3%	3%	3%	**	4%	4%	2%	1%	2%	2%	5%	**	2%	1%	4%	1%	5%
			a													mn						

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 202**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3d. When you purchased the package of services with (PACKAGE SERVICE PROVIDER) would you say that you were interested in ALL of the services you have in this package, or were there any services that you were particularly interested in?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30	£30-£49	£50+	INACTIVE	PASSIVE	INTERESTED	ENGAGED	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Interested in all services	420	94	139	156	90	72	151	108	200	221	**	195	131	45	54	**	106	130	75	91	341	46
	52%	46%	50%	58% ab	50%	50%	52%	55%	51%	53%	**	52%	51%	55%	54%	**	49%	51%	55%	56%	53%	48%
Fixed broadband	249	78	96	59	54	42	92	62	127	122	**	120	79	21	25	**	67	88	36	44	191	34
	31%	38% c	35% c	22%	30%	29%	32%	32%	32%	29%	**	32%	31%	25%	24%	**	31%	35%	26%	27%	29%	36%
Landline	171	58	58	44	40	32	54	46	85	86	**	79	60	21	26	**	51	51	22	35	140	23
	21%	28% c	21%	16%	22%	23%	19%	23%	22%	21%	**	21%	23%	25%	26%	**	24% r	20%	16%	22%	22%	24%
TV service	123	7	29	76	25	23	46	28	67	55	**	61	38	8	13	**	37	39	19	19	106	6
	15%	3%	10% a	29% ab	14%	16%	16%	14%	17%	13%	**	16% m	15%	9%	13%	**	17%	15%	14%	12%	16% u	7%
Mobile broadband	21	9	6	6	5	9	4	4	9	13	**	11	6	1	2	**	6	5	4	6	15	5
	3%	4%	2%	2%	3%	6% f	1%	2%	2%	3%	**	3%	2%	1%	2%	**	3%	2%	3%	4%	2%	5%
Mobile phone	20	5	8	5	3	4	10	4	10	10	**	8	6	1	1	**	4	6	5	2	14	5
	2%	3%	3%	2%	2%	2%	3%	2%	2%	2%	**	2%	2%	1%	1%	**	2%	2%	4%	1%	2%	5%
Don't know	28	9	8	5	11	6	9	2	7	21	**	11	9	5	5	**	9	6	5	7	24	3
	3%	4%	3%	2%	6% g	4% g	3%	1%	2%	5% h	**	3%	3%	6%	5%	**	4%	2%	4%	4%	4%	3%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 202**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3d. When you purchased the package of services with (PACKAGE SERVICE PROVIDER) would you say that you were interested in ALL of the services you have in this package, or were there any services that you were particularly interested in?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K a	£11.5K-£17.5K b	£17.5K-£29.9K c	£30K+ d
Significance Level: 95%					
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Interested in all services	420	44	41	79	158
	52%	51%	54%	50%	52%
Fixed broadband	249	22	19	53	99
	31%	25%	25%	34%	33%
Landline	171	18	13	38	65
	21%	21%	18%	24%	21%
TV service	123	10	14	26	47
	15%	11%	18%	16%	16%
Mobile broadband	21	5	3	3	7
	3%	6%	4%	2%	2%
		d			
Mobile phone	20	1	3	5	6
	2%	2%	4%	3%	2%
Don't know	28	5	3	3	7
	3%	5%	4%	2%	2%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 203**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3e. Is there one service in your package which you particularly wanted to use (PACKAGE SERVICE PROVIDER) for? SINGLE CODE**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB	LL & TV & BB	BROAD-			MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LINE	BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Fixed broadband	286	182	104	148	108	265	285	125	**	135	110	41	34	105	138	148	**	111	74	210	48	183
	35%	35%	35%	45%	32%	36%	40%	29%	**	35%	34%	40%	44%	38%	40%	32%	**	39%	40%	34%	39%	32%
				deg		g	dg						o		o							
TV service	173	121	51	*	130	153	149	172	**	74	81	17	17	65	82	91	**	63	33	139	31	119
	21%	24%	17%	~%	39%	21%	21%	40%	**	19%	25%	17%	21%	24%	23%	20%	**	22%	18%	23%	25%	21%
		b			cef	c	c	cef														
Landline	161	102	59	98	46	159	139	58	**	86	53	21	18	54	72	89	**	60	33	127	16	119
	20%	20%	20%	29%	14%	22%	19%	13%	**	23%	16%	20%	23%	20%	21%	19%	**	21%	18%	21%	13%	21%
				defg		dg	dg			j											t	
Mobile broadband	29	16	12	12	9	24	1	9	**	15	8	6	2	4	6	22	**	5	8	21	5	20
	4%	3%	4%	4%	3%	3%	~%	2%	**	4%	2%	6%	3%	1%	2%	5%	**	2%	4%	3%	4%	3%
				f	f	f		f							mn							
Mobile phone	16	7	9	*	-	6	5	4	**	7	7	2	1	3	3	12	**	3	7	8	4	9
	2%	1%	3%	~%	~%	1%	1%	1%	**	2%	2%	2%	1%	1%	1%	3%	**	1%	4%	1%	4%	2%
																		s				
No particular service	300	183	117	119	126	276	271	165	**	145	121	34	23	77	100	200	**	84	61	235	38	229
	37%	36%	40%	36%	38%	37%	38%	38%	**	38%	37%	33%	30%	28%	29%	43%	**	29%	33%	38%	31%	40%
																lmn						

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 203**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3e. Is there one service in your package which you particularly wanted to use (PACKAGE SERVICE PROVIDER) for? SINGLE CODE**

Base : Those with a bundle of services, where the bill is paid within the household

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30	£30-£49	£50+	INACTIVE	PASSIVE	INTERESTED	ENGAGED	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Fixed broadband	286	86	103	80	57	40	111	79	148	138	**	132	99	29	33	**	74	97	47	54	214	44
	35%	42%	37%	30%	32%	28%	38%	40%	38%	33%	**	35%	38%	35%	33%	**	34%	38%	34%	33%	33%	46%
		c					e	e														t
TV service	173	10	38	111	35	29	65	44	80	92	**	94	50	11	17	**	53	52	30	29	153	7
	21%	5%	14%	42%	20%	20%	22%	22%	21%	22%	**	25%	19%	14%	16%	**	25%	20%	22%	18%	24%	7%
		a		ab								lmn									u	
Landline	161	54	58	40	39	34	52	35	78	83	**	69	61	20	23	**	40	41	28	40	133	19
	20%	26%	21%	15%	22%	24%	18%	18%	20%	20%	**	19%	23%	24%	23%	**	19%	16%	21%	24%	21%	20%
		c																		q		
Mobile broadband	29	8	10	7	7	7	8	7	13	15	**	19	5	2	2	**	10	8	4	6	22	4
	4%	4%	4%	3%	4%	5%	3%	3%	3%	4%	**	5%	2%	2%	2%	**	5%	3%	3%	4%	3%	5%
												l										
Mobile phone	16	3	2	9	4	*	5	6	9	7	**	5	3	2	2	**	-	9	2	3	12	2
	2%	1%	1%	3%	2%	*%	2%	3%	2%	2%	**	1%	1%	2%	2%	**	-%	3%	1%	2%	2%	3%
				b														p		p		
No particular service	300	77	108	88	71	62	106	60	139	161	**	132	89	36	43	**	74	93	54	63	243	34
	37%	38%	39%	33%	40%	44%	36%	31%	36%	38%	**	35%	34%	43%	43%	**	34%	36%	39%	39%	37%	36%
					g	g								l	l							

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 203**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3e. Is there one service in your package which you particularly wanted to use (PACKAGE SERVICE PROVIDER) for? SINGLE CODE**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Fixed broadband	286	32	25	62	103
	35%	37%	34%	39%	34%
TV service	173	18	19	29	73
	21%	21%	26%	18%	24%
Landline	161	22	13	34	50
	20%	26%	18%	21%	16%
		d			
Mobile broadband	29	4	9	2	10
	4%	4%	12%	1%	3%
			cd		
Mobile phone	16	3	1	5	3
	2%	4%	2%	3%	1%
No particular service	300	29	27	56	113
	37%	33%	35%	35%	37%
Columns Tested: a,b,c,d					

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 204**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5. How satisfied are you with the OVERALL SERVICE PROVIDED by (PACKAGE SERVICE PROVIDER)? Would you say you are...**

Base : Those with a bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
						BROAD-							LONGER									
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Base for % (Unweighted and weighted)	1234	793	441	539	493	1153	1106	641	**	594	486	154	122	426	548	686	**	451	260	962	162	888
	808	513	295	331	331	738	714	430	75	380	324	104	77	271	348	460	64	282	187	614	122	567
Very satisfied	380	260	120	156	148	341	340	200	**	380	-	-	41	115	156	224	**	124	40	339	25	307
	47%	51%	41%	47%	45%	46%	48%	46%	**	100%	-%	-%	54%	42%	45%	49%	**	44%	21%	55%	20%	54%
		b								jk			m						r		t	
Fairly satisfied	324	202	122	127	143	303	281	180	**	-	324	-	26	120	146	178	**	126	90	231	69	211
	40%	39%	41%	38%	43%	41%	39%	42%	**	-%	100%	-%	34%	44%	42%	39%	**	45%	48%	38%	56%	37%
										ik									s		u	
TOTAL SATISFIED	704	462	242	283	291	644	622	380	**	380	324	-	67	235	302	402	**	250	130	570	94	518
	87%	90%	82%	85%	88%	87%	87%	88%	**	100%	100%	-%	88%	87%	87%	87%	**	88%	70%	93%	77%	91%
		b								k	k								r		t	
Neither	52	28	23	21	26	48	48	30	**	-	-	52	3	21	24	28	**	16	23	27	12	30
	6%	6%	8%	6%	8%	6%	7%	7%	**	-%	-%	50%	4%	8%	7%	6%	**	6%	12%	4%	10%	5%
										ij									s			
Fairly dissatisfied	34	15	19	17	12	31	31	16	**	-	-	34	5	12	16	17	**	12	22	12	10	14
	4%	3%	6%	5%	4%	4%	4%	4%	**	-%	-%	33%	6%	4%	5%	4%	**	4%	12%	2%	8%	3%
			a							ij									s		u	
Very dissatisfied	18	8	10	12	2	16	14	4	**	-	-	18	1	4	5	12	**	5	12	5	7	5
	2%	2%	3%	4%	1%	2%	2%	1%	**	-%	-%	17%	2%	1%	2%	3%	**	2%	6%	1%	5%	1%
				dg						ij									s		u	
TOTAL DISSATISFIED	52	23	29	28	14	47	45	20	**	-	-	52	6	16	22	30	**	17	34	17	16	20
	6%	4%	10%	8%	4%	6%	6%	5%	**	-%	-%	50%	8%	6%	6%	7%	**	6%	18%	3%	13%	3%
			a	dg						ij									s		u	
Don't know	2	1	1	*	1	2	2	1	**	-	-	-	-	2	2	-	**	2	*	1	-	1
Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 204**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5. How satisfied are you with the OVERALL SERVICE PROVIDED by (PACKAGE SERVICE PROVIDER)? Would you say you are...**

Base : Those with a bundle of services, where the bill is paid within the household

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%	Total																					
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Base for % (Unweighted and weighted)	1234	326	419	392	307	201	446	280	617	617	**	428	589	149	182	**	310	347	294	217	1010	150
	808	205	277	266	178	143	290	197	389	419	63	374	258	82	102	19	216	253	136	162	648	95
Very satisfied	380	106	126	113	68	74	160	79	189	191	**	164	127	44	53	**	98	114	69	79	310	41
	47%	52%	46%	42%	38%	52%	55%	40%	49%	46%	**	44%	49%	53%	52%	**	45%	45%	51%	49%	48%	43%
Fairly satisfied	324	81	108	116	82	62	94	85	148	176	**	160	100	30	37	**	90	108	49	63	261	36
	40%	40%	39%	43%	46%	43%	32%	43%	38%	42%	**	43%	39%	36%	37%	**	42%	42%	36%	39%	40%	38%
TOTAL SATISFIED	704	187	234	228	150	136	254	164	337	367	**	324	227	74	90	**	188	222	118	142	571	77
	87%	91%	85%	86%	85%	95%	88%	83%	87%	88%	**	87%	88%	90%	88%	**	87%	88%	87%	88%	88%	81%
Neither	52	8	21	20	18	6	14	14	28	24	**	20	15	4	5	**	13	17	10	10	36	8
	6%	4%	7%	7%	10%	4%	5%	7%	7%	6%	**	5%	6%	5%	5%	**	6%	7%	7%	6%	6%	9%
Fairly dissatisfied	34	7	15	11	7	1	15	12	18	16	**	19	10	3	5	**	12	9	4	6	27	6
	4%	3%	5%	4%	4%	*%	5%	6%	5%	4%	**	5%	4%	4%	4%	**	5%	3%	3%	4%	4%	6%
Very dissatisfied	18	4	7	7	2	1	7	8	6	12	**	10	6	1	2	**	3	6	4	4	14	4
	2%	2%	3%	3%	1%	1%	2%	4%	2%	3%	**	3%	2%	1%	2%	**	2%	2%	3%	2%	2%	4%
TOTAL DISSATISFIED	52	10	22	18	9	1	22	19	24	27	**	29	16	4	7	**	15	14	8	10	40	10
	6%	5%	8%	7%	5%	1%	8%	10%	6%	7%	**	8%	6%	5%	7%	**	7%	6%	6%	6%	6%	10%
Don't know	2	*	*	1	1	-	-	*	1	1	**	*	1	-	-	**	-	*	*	1	2	-

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 204**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5. How satisfied are you with the OVERALL SERVICE PROVIDED by (PACKAGE SERVICE PROVIDER)? Would you say you are...**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		a	b	c	d
Significance Level: 95%					
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Base for % (Unweighted and weighted)	1234	129	120	236	451
	808	86	75	158	302
Very satisfied	380	44	36	73	137
	47%	51%	49%	46%	45%
Fairly satisfied	324	33	29	62	127
	40%	38%	39%	39%	42%
TOTAL SATISFIED	704	77	66	135	264
	87%	89%	88%	86%	87%
Neither	52	3	4	14	13
	6%	3%	6%	9%	4%
				d	
Fairly dissatisfied	34	5	1	4	18
	4%	5%	1%	3%	6%
Very dissatisfied	18	2	3	4	7
	2%	2%	4%	3%	2%
TOTAL DISSATISFIED	52	7	4	9	25
	6%	8%	6%	5%	8%
Don't know	2	*	1	-	*
Columns Tested: a,b,c,d					

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 205**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5. How satisfied are you with the OVERALL SERVICE PROVIDED by (PACKAGE SERVICE PROVIDER)? Would you say you are...**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
					LL & TV & BB	LL & TV & BB	BROAD-						LONGER									
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	~b	c	d	e	f	g	~h	i	j	~k	~l	m	n	o	~p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	795	795	-	333	348	755	726	427	69	408	303	82	94	291	385	410	62	321	151	634	107	562
Effective Weighted Sample	603	603	-	256	275	592	551	336	44	300	237	66	75	235	309	296	50	258	106	492	76	433
Total	514	514	-	201	234	480	466	287	48	260	202	51	61	187	248	266	42	204	104	404	79	352
Base for % (Unweighted and weighted)	793	793	-	332	347	753	724	426	**	408	303	**	**	289	383	410	**	319	150	633	107	561
	513	513	-	201	233	479	465	287	48	260	202	51	61	186	247	266	42	203	104	404	79	351
Very satisfied	260	260	-	103	113	238	238	141	**	260	-	**	**	86	120	140	**	94	22	236	18	203
	51%	51%	~%	51%	48%	50%	51%	49%	**	100%	~%	**	**	46%	49%	52%	**	46%	21%	59%	22%	58%
Fairly satisfied	202	202	-	71	102	193	180	123	**	-	202	**	**	80	101	101	**	89	56	144	45	125
	39%	39%	~%	35%	44%	40%	39%	43%	**	~%	100%	**	**	43%	41%	38%	**	44%	54%	36%	57%	36%
TOTAL SATISFIED	462	462	-	174	214	431	417	264	**	260	202	**	**	166	221	241	**	182	78	381	63	327
	90%	90%	~%	87%	92%	90%	90%	92%	**	100%	100%	**	**	89%	90%	90%	**	90%	75%	94%	79%	93%
Neither	28	28	-	14	12	27	27	14	**	-	-	**	**	12	15	13	**	13	14	13	8	14
	6%	6%	~%	7%	5%	6%	6%	5%	**	~%	~%	**	**	6%	6%	5%	**	6%	14%	3%	10%	4%
Fairly dissatisfied	15	15	-	7	5	13	14	7	**	-	-	**	**	5	8	7	**	6	8	7	6	6
	3%	3%	~%	3%	2%	3%	3%	2%	**	~%	~%	**	**	3%	3%	3%	**	3%	8%	2%	7%	2%
Very dissatisfied	8	8	-	6	1	8	7	2	**	-	-	**	**	3	3	5	**	2	3	4	3	4
	2%	2%	~%	3%	*%	2%	1%	1%	**	~%	~%	**	**	2%	1%	2%	**	1%	3%	1%	3%	1%
TOTAL DISSATISFIED	23	23	-	13	6	21	21	9	**	-	-	**	**	8	11	12	**	9	11	10	8	10
	4%	4%	~%	6%	3%	4%	5%	3%	**	~%	~%	**	**	4%	4%	5%	**	4%	11%	3%	11%	3%
Don't know	1	1	-	*	*	1	1	*	**	-	-	**	**	1	1	-	**	1	*	*	-	*
Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u																						



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 205**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5. How satisfied are you with the OVERALL SERVICE PROVIDED by (PACKAGE SERVICE PROVIDER)? Would you say you are...**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 ~m	65+ ~n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL ~u
Significance Level: 95%																						
Unweighted total	795	218	274	252	180	139	283	193	415	380	13	287	393	81	94	13	206	229	193	127	652	99
Effective Weighted Sample	603	179	196	192	151	100	212	149	316	288	13	262	378	77	89	12	176	169	117	113	504	70
Total	514	130	179	176	103	97	182	133	261	253	33	248	173	45	52	7	146	161	90	94	418	63
Base for % (Unweighted and weighted)	793	217	273	252	179	139	283	192	413	380	**	286	392	**	**	**	206	228	192	127	650	**
	513	129	179	176	102	97	182	133	260	253	33	248	173	45	52	7	146	161	90	94	417	63
Very satisfied	260	73	87	79	44	57	97	62	139	121	**	110	94	**	**	**	68	80	48	52	213	**
	51%	56%	49%	45%	43%	59%	54%	47%	54%	48%	**	44%	54%	**	**	**	46%	50%	53%	55%	51%	**
		c				d	d						k									
Fairly satisfied	202	46	71	79	46	37	62	57	92	110	**	110	63	**	**	**	64	70	30	33	166	**
	39%	36%	40%	45%	45%	38%	34%	43%	35%	43%	**	45%	36%	**	**	**	44%	43%	34%	35%	40%	**
					f					h		l										
TOTAL SATISFIED	462	119	158	158	90	93	160	119	232	230	**	220	156	**	**	**	131	150	78	85	378	**
	90%	92%	89%	90%	88%	96%	88%	90%	89%	91%	**	89%	91%	**	**	**	90%	93%	87%	90%	91%	**
						dfg																
Neither	28	5	10	12	7	3	10	9	16	12	**	14	8	**	**	**	9	6	6	6	21	**
	6%	4%	5%	7%	7%	3%	5%	6%	6%	5%	**	6%	5%	**	**	**	6%	4%	7%	6%	5%	**
Fairly dissatisfied	15	4	7	3	3	-	7	5	10	5	**	8	6	**	**	**	6	2	3	1	12	**
	3%	3%	4%	2%	3%	-%	4%	4%	4%	2%	**	3%	3%	**	**	**	4%	2%	4%	1%	3%	**
							e															
Very dissatisfied	8	2	4	3	2	1	5	*	3	5	**	5	2	**	**	**	*	3	2	2	5	**
	2%	1%	2%	1%	2%	1%	3%	*%	1%	2%	**	2%	1%	**	**	**	*%	2%	2%	2%	1%	**
TOTAL DISSATISFIED	23	6	11	6	5	1	12	5	12	10	**	13	8	**	**	**	6	5	5	3	18	**
	4%	4%	6%	3%	5%	1%	7%	4%	5%	4%	**	5%	5%	**	**	**	4%	3%	6%	3%	4%	**
					e		e															
Don't know	1	*	*	-	*	-	-	*	1	-	**	*	*	**	**	**	-	*	*	-	1	**
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 205**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5. How satisfied are you with the OVERALL SERVICE PROVIDED by (PACKAGE SERVICE PROVIDER)? Would you say you are...**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	c	d
Unweighted total	795	72	76	155	313
Effective Weighted Sample	603	57	57	100	254
Total	514	45	49	102	214
Base for % (Unweighted and weighted)	793	**	**	155	312
	513	44	49	102	213
Very satisfied	260	**	**	56	101
	51%	**	**	55%	47%
Fairly satisfied	202	**	**	35	91
	39%	**	**	35%	42%
TOTAL SATISFIED	462	**	**	92	191
	90%	**	**	90%	90%
Neither	28	**	**	6	10
	6%	**	**	6%	5%
Fairly dissatisfied	15	**	**	1	8
	3%	**	**	1%	4%
Very dissatisfied	8	**	**	3	4
	2%	**	**	2%	2%
TOTAL DISSATISFIED	23	**	**	4	12
	4%	**	**	4%	6%
Don't know	1	**	**	-	*

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 206**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (PACKAGE SERVICE PROVIDER)? Would you say you are...**

Base : Those with a bundle of services, where the bill is paid within the household

		RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Base for % (Unweighted and weighted)	1227	790	437	534	491	1146	1099	639	**	591	484	150	121	427	548	679	**	451	260	956	161	882
	803	512	292	328	330	734	710	429	75	378	322	102	76	271	347	456	64	282	187	610	122	563
Very satisfied	286	199	87	129	99	259	249	133	**	238	42	5	31	77	108	178	**	91	31	252	16	236
	36%	39%	30%	39%	30%	35%	35%	31%	**	63%	13%	5%	41%	28%	31%	39%	**	32%	17%	41%	13%	42%
		b		dg						jk	k		m			mn			r	t		
Fairly satisfied	350	226	123	137	151	318	314	194	**	110	211	28	30	129	159	191	**	130	74	274	60	244
	44%	44%	42%	42%	46%	43%	44%	45%	**	29%	66%	28%	39%	48%	46%	42%	**	46%	39%	45%	49%	43%
										ik												
TOTAL SATISFIED	635	425	210	266	251	577	563	328	**	348	253	34	61	206	267	368	**	221	105	526	75	480
	79%	83%	72%	81%	76%	79%	79%	76%	**	92%	79%	33%	80%	76%	77%	81%	**	78%	56%	86%	62%	85%
		b								jk	k								r	t		
Neither	72	42	30	25	35	69	64	45	**	12	36	25	5	31	36	36	**	27	31	40	15	41
	9%	8%	10%	8%	10%	9%	9%	10%	**	3%	11%	24%	7%	11%	10%	8%	**	10%	16%	7%	12%	7%
										i	ij								s			
Fairly dissatisfied	68	33	35	22	41	65	62	45	**	11	30	27	4	26	31	38	**	22	37	32	21	34
	9%	6%	12%	7%	12%	9%	9%	11%	**	3%	9%	27%	6%	10%	9%	8%	**	8%	20%	5%	17%	6%
		a			c			c			i	ij							s	u		
Very dissatisfied	28	11	17	15	4	23	21	11	**	7	3	16	6	8	13	14	**	11	15	12	10	8
	3%	2%	6%	4%	1%	3%	3%	3%	**	2%	1%	16%	8%	3%	4%	3%	**	4%	8%	2%	8%	1%
		a		d		d					ij		mo						s	u		
TOTAL DISSATISFIED	96	44	52	37	45	88	83	56	**	18	33	44	10	34	44	52	**	34	51	44	32	42
	12%	9%	18%	11%	14%	12%	12%	13%	**	5%	10%	43%	13%	13%	13%	11%	**	12%	27%	7%	26%	7%
		a								i	ij								s	u		
Don't know	6	2	4	4	3	6	6	3	**	2	2	2	1	1	2	4	**	2	*	5	*	5
Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 206**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (PACKAGE SERVICE PROVIDER)? Would you say you are...**

Base : Those with a bundle of services, where the bill is paid within the household

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%	Total																					
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Base for % (Unweighted and weighted)	1227	326	418	390	301	201	445	280	616	611	**	426	587	146	179	**	307	345	293	216	1005	148
	803	205	276	265	174	143	290	197	388	415	63	372	258	81	100	19	214	252	136	161	645	94
Very satisfied	286	106	90	65	51	52	125	59	139	147	**	130	94	33	40	**	72	82	51	64	234	27
	36%	52% bc	32% c	24%	29%	36%	43% dg	30%	36%	35%	**	35%	37%	41%	40%	**	34%	33%	37%	40%	36%	29%
Fairly satisfied	350	79	127	123	87	77	106	79	173	177	**	150	119	34	44	**	92	114	60	69	282	48
	44%	38%	46%	46%	50% fg	54% fg	37%	40%	45%	43%	**	40%	46%	42%	44%	**	43%	45%	44%	43%	44%	51%
TOTAL SATISFIED	635	185	217	187	138	128	231	138	312	323	**	280	213	67	84	**	164	196	111	133	515	75
	79%	90% bc	79% c	71%	79% g	90% dfg	80% g	70%	80%	78%	**	75%	83% k	83%	84% k	**	77%	78%	81%	83%	80%	80%
Neither	72	9	25	33	19	8	26	18	31	41	**	36	21	8	8	**	20	26	10	10	59	4
	9%	4%	9% a	12% a	11%	6%	9%	9%	8%	10%	**	10%	8%	10%	8%	**	9%	10%	7%	6%	9%	5%
Fairly dissatisfied	68	8	23	34	13	4	26	25	35	33	**	42	16	3	4	**	24	21	12	10	51	7
	9%	4%	8% a	13% a	7%	3%	9% e	13% e	9%	8%	**	11% lmn	6%	4%	4%	**	11%	8%	9%	6%	8%	7%
Very dissatisfied	28	3	12	11	4	2	6	16	10	18	**	14	7	3	4	**	6	9	4	8	19	8
	3%	1%	4%	4%	2%	1%	2% def	8% def	3%	4%	**	4%	3%	4%	4%	**	3%	3%	3%	5%	3%	8% t
TOTAL DISSATISFIED	96	11	34	45	17	6	32	41	45	51	**	56	24	6	8	**	30	30	16	18	70	14
	12%	5% a	12% a	17%	10%	5%	11% e	21% def	12%	12%	**	15% lmn	9%	7%	8%	**	14%	12%	11%	11%	11%	15%
Don't know	6	1	1	2	5	-	1	*	2	4	**	2	2	2	2	**	2	2	1	1	5	1

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 206**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (PACKAGE SERVICE PROVIDER)? Would you say you are...**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Base for % (Unweighted and weighted)	1227	129	120	234	449
	803	86	75	157	301
Very satisfied	286	36	39	49	95
	36%	42%	52%	31%	32%
		d	cd		
Fairly satisfied	350	36	21	74	137
	44%	43%	29%	47%	46%
		b		b	b
TOTAL SATISFIED	635	73	60	123	232
	79%	85%	80%	78%	77%
Neither	72	6	3	14	28
	9%	7%	4%	9%	9%
Fairly dissatisfied	68	3	9	11	33
	9%	3%	12%	7%	11%
		a			a
Very dissatisfied	28	4	3	9	7
	3%	5%	4%	6%	2%
				d	
TOTAL DISSATISFIED	96	7	12	20	40
	12%	8%	16%	13%	13%
Don't know	6	1	1	1	2

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 207**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (PACKAGE SERVICE PROVIDER)? Would you say you are...**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	MOBILE	VERY	QUITE	NOT	LAST YEAR	LONGER	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	~b	c	d	e	f	g	i	j	~k	~l	m	n	o		p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	795	795	-	333	348	755	726	427	69	408	303	82	94	291	385	410	62	321	151	634	107	562
Effective Weighted Sample	603	603	-	256	275	592	551	336	44	300	237	66	75	235	309	296	50	258	106	492	76	433
Total	514	514	-	201	234	480	466	287	48	260	202	51	61	187	248	266	42	204	104	404	79	352
Base for % (Unweighted and weighted)	790	790	-	329	347	750	721	426	**	407	303	**	**	290	383	407	**	319	150	631	106	559
	512	512	-	199	233	478	464	287	48	260	202	49	61	186	246	265	42	203	104	402	79	350
Very satisfied	199	199	-	91	75	183	175	94	**	163	32	**	**	60	87	112	**	74	20	177	14	155
	39%	39%	-%	46%	32%	38%	38%	33%	**	63%	16%	**	**	32%	35%	42%	**	36%	19%	44%	18%	44%
				defg						j					m				r	t		
Fairly satisfied	226	226	-	82	111	211	213	134	**	79	129	**	**	90	112	114	**	89	48	178	39	154
	44%	44%	-%	41%	48%	44%	46%	47%	**	31%	64%	**	**	48%	45%	43%	**	44%	46%	44%	49%	44%
										i												
TOTAL SATISFIED	425	425	-	173	186	394	389	228	**	243	161	**	**	149	199	226	**	163	67	355	53	309
	83%	83%	-%	87%	80%	83%	84%	79%	**	93%	80%	**	**	80%	81%	85%	**	81%	65%	88%	67%	88%
				dg						j									r	t		
Neither	42	42	-	12	23	41	37	30	**	7	23	**	**	22	25	17	**	20	16	25	7	25
	8%	8%	-%	6%	10%	9%	8%	10%	**	3%	11%	**	**	12%	10%	6%	**	10%	16%	6%	9%	7%
										i				o					s			
Fairly dissatisfied	33	33	-	8	23	32	30	25	**	5	18	**	**	12	15	18	**	13	17	16	14	13
	6%	6%	-%	4%	10%	7%	6%	9%	**	2%	9%	**	**	7%	6%	7%	**	7%	17%	4%	18%	4%
				c				c		i									s	u		
Very dissatisfied	11	11	-	6	2	10	8	5	**	5	*	**	**	3	6	4	**	6	3	7	4	3
	2%	2%	-%	3%	1%	2%	2%	2%	**	2%	%	**	**	2%	3%	2%	**	3%	3%	2%	5%	1%
																				u		
TOTAL DISSATISFIED	44	44	-	14	24	42	38	29	**	10	18	**	**	15	22	22	**	19	20	23	18	15
	9%	9%	-%	7%	10%	9%	8%	10%	**	4%	9%	**	**	8%	9%	8%	**	9%	20%	6%	23%	4%
										i								s		u		
Don't know	2	2	-	2	*	2	2	*	**	*	-	**	**	1	1	1	**	1	*	2	*	2
Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 207**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (PACKAGE SERVICE PROVIDER)? Would you say you are...**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER	£30-	£50+	INAC-	PASSIVE	INTER-	ENG-	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30 a	£49 b	£50+ c	TIVE d	e	ESTED f	AGED g	h	i	~j	k	l	~m	~n	~o	p	q	r	s	t	~u
Significance Level: 95%																						
Unweighted total	795	218	274	252	180	139	283	193	415	380	13	287	393	81	94	13	206	229	193	127	652	99
Effective Weighted Sample	603	179	196	192	151	100	212	149	316	288	13	262	378	77	89	12	176	169	117	113	504	70
Total	514	130	179	176	103	97	182	133	261	253	33	248	173	45	52	7	146	161	90	94	418	63
Base for % (Unweighted and weighted)	790	217	272	251	177	139	282	192	413	377	**	287	390	**	**	**	205	227	192	126	648	**
	512	129	178	175	101	97	181	133	260	252	33	248	172	44	50	7	146	160	90	93	416	62
Very satisfied	199	72	64	47	33	38	78	50	100	99	**	94	69	**	**	**	52	56	36	46	164	**
	39%	56%	36%	27%	33%	39%	43%	37%	38%	39%	**	38%	40%	**	**	**	35%	35%	40%	50%	40%	**
		bc																		pq		
Fairly satisfied	226	49	86	81	50	50	71	56	120	106	**	105	78	**	**	**	66	75	40	37	183	**
	44%	38%	48%	46%	49%	51%	39%	42%	46%	42%	**	43%	46%	**	**	**	45%	47%	45%	39%	44%	**
						f																
TOTAL SATISFIED	425	122	150	128	83	88	149	106	220	206	**	200	147	**	**	**	118	131	76	83	348	**
	83%	94%	84%	73%	82%	90%	82%	80%	85%	82%	**	81%	85%	**	**	**	81%	82%	84%	89%	84%	**
		bc	c			g																
Neither	42	3	14	23	12	7	15	9	19	23	**	23	14	**	**	**	15	15	7	4	36	**
	8%	2%	8%	13%	12%	7%	8%	7%	7%	9%	**	9%	8%	**	**	**	10%	9%	8%	5%	9%	**
			a	a																		
Fairly dissatisfied	33	3	10	20	5	2	15	12	18	16	**	20	8	**	**	**	12	10	5	4	27	**
	6%	3%	5%	11%	5%	2%	8%	9%	7%	6%	**	8%	5%	**	**	**	8%	6%	6%	4%	6%	**
				ab			e	e														
Very dissatisfied	11	1	5	4	2	1	3	6	3	7	**	5	3	**	**	**	1	5	2	2	6	**
	2%	1%	3%	2%	2%	1%	2%	4%	1%	3%	**	2%	2%	**	**	**	1%	3%	2%	3%	1%	**
TOTAL DISSATISFIED	44	4	15	24	6	3	17	17	21	23	**	25	11	**	**	**	13	15	7	6	32	**
	9%	3%	8%	14%	6%	3%	10%	13%	8%	9%	**	10%	6%	**	**	**	9%	9%	8%	6%	8%	**
		a	a	a			e	de														
Don't know	2	1	1	*	2	-	1	*	1	1	**	-	1	**	**	**	1	1	*	1	2	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 207**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5a. And how satisfied are you with the overall VALUE FOR MONEY of your service from (PACKAGE SERVICE PROVIDER)? Would you say you are...**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	c	d
Unweighted total	795	72	76	155	313
Effective Weighted Sample	603	57	57	100	254
Total	514	45	49	102	214
Base for % (Unweighted and weighted)	790	**	**	153	311
	512	45	49	101	213
Very satisfied	199	**	**	36	74
	39%	**	**	35%	35%
Fairly satisfied	226	**	**	51	98
	44%	**	**	50%	46%
TOTAL SATISFIED	425	**	**	86	172
	83%	**	**	86%	81%
Neither	42	**	**	6	21
	8%	**	**	6%	10%
Fairly dissatisfied	33	**	**	4	18
	6%	**	**	4%	8%
Very dissatisfied	11	**	**	5	3
	2%	**	**	5%	1%
				d	
TOTAL DISSATISFIED	44	**	**	9	20
	9%	**	**	9%	10%
Don't know	2	**	**	1	1

Columns Tested: a,b,c,d



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 208**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5b. And how satisfied are you with the RELIABILITY of your service from (PACKAGE SERVICE PROVIDER)? Would you say you are...**

Base : Those with a bundle of services, where the bill is paid within the household

		RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
						BROAD-		MOBILE					LONGER									
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BAND	TV	~h	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	b	c	d	e	f	g		i	j	k	l	m	n	o	~p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Base for % (Unweighted and weighted)	1233	793	440	538	493	1152	1106	641	**	594	486	151	121	427	548	685	**	451	261	961	162	887
	807	513	294	331	332	738	714	431	75	380	324	102	76	271	348	460	64	282	187	613	122	567
Very satisfied	408	278	130	161	167	375	362	226	**	299	97	13	41	129	170	238	**	139	59	347	35	320
	51%	54%	44%	49%	50%	51%	51%	53%	**	79%	30%	12%	54%	47%	49%	52%	**	49%	31%	57%	29%	56%
		b								jk	k								r		t	
Fairly satisfied	294	181	112	119	122	264	261	153	**	73	194	27	28	102	131	163	**	108	74	216	58	192
	36%	35%	38%	36%	37%	36%	37%	35%	**	19%	60%	26%	37%	38%	38%	35%	**	38%	39%	35%	48%	34%
											ik									u		
TOTAL SATISFIED	702	459	242	281	289	639	623	379	**	372	290	40	69	231	300	401	**	246	133	563	94	512
	87%	90%	82%	85%	87%	87%	87%	88%	**	98%	90%	39%	91%	85%	86%	87%	**	87%	71%	92%	77%	90%
		b								jk	k								r		t	
Neither	48	27	20	20	19	45	38	27	**	6	26	16	3	23	26	22	**	23	18	30	12	28
	6%	5%	7%	6%	6%	6%	5%	6%	**	2%	8%	16%	4%	9%	7%	5%	**	8%	9%	5%	10%	5%
										i	ij			o					s		u	
Fairly dissatisfied	42	18	24	21	18	40	37	20	**	2	7	33	2	12	14	28	**	9	26	16	13	21
	5%	4%	8%	6%	6%	5%	5%	5%	**	1%	2%	32%	3%	4%	4%	6%	**	3%	14%	3%	11%	4%
			a								ij								s		u	
Very dissatisfied	16	8	8	10	5	15	16	5	**	*	1	14	2	5	7	9	**	5	11	4	4	6
	2%	2%	3%	3%	2%	2%	2%	1%	**	%	%	14%	2%	2%	2%	2%	**	2%	6%	1%	3%	1%
											ij								s			
TOTAL DISSATISFIED	58	26	32	30	24	54	53	25	**	3	8	47	4	17	21	37	**	14	37	21	17	27
	7%	5%	11%	9%	7%	7%	7%	6%	**	1%	2%	46%	5%	6%	6%	8%	**	5%	20%	3%	14%	5%
			a								ij								s		u	
Don't know	2	1	1	1	1	2	2	1	**	-	-	1	1	1	1	*	**	1	-	1	-	1
Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 208**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5b. And how satisfied are you with the RELIABILITY of your service from (PACKAGE SERVICE PROVIDER)? Would you say you are...**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER	£30-		INAC-		INTER-	ENG-			16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30	£49	£50+	TIVE	PASSIVE	ESTED	AGED	MALE	FEMALE												
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Base for % (Unweighted and weighted)	1233	326	419	391	307	201	444	281	618	615	**	429	589	147	180	**	309	347	294	217	1010	149
	807	205	277	266	178	143	289	197	390	418	63	374	258	81	101	19	216	253	137	162	648	95
Very satisfied	408	111	135	127	83	71	166	88	207	201	**	189	135	47	59	**	109	117	68	92	334	42
	51%	54%	49%	48%	46%	50%	58%	45%	53%	48%	**	51%	52%	58%	58%	**	51%	46%	49%	57%	52%	45%
Fairly satisfied	294	71	103	100	73	58	84	79	134	159	**	128	96	27	31	**	75	102	51	51	237	35
	36%	34%	37%	37%	41%	41%	29%	40%	34%	38%	**	34%	37%	33%	31%	**	35%	40%	37%	32%	37%	37%
TOTAL SATISFIED	702	182	237	227	155	129	250	167	341	360	**	317	231	74	90	**	184	219	118	143	571	77
	87%	89%	86%	85%	87%	90%	87%	84%	88%	86%	**	85%	89%	91%	89%	**	86%	86%	87%	88%	88%	82%
Neither	48	9	18	17	12	9	17	10	19	29	**	24	9	6	9	**	11	15	9	10	35	7
	6%	5%	7%	7%	7%	6%	6%	5%	5%	7%	**	6%	4%	7%	9%	**	5%	6%	6%	6%	5%	7%
Fairly dissatisfied	42	9	16	16	6	5	16	15	23	19	**	25	11	1	2	**	13	15	7	7	32	6
	5%	5%	6%	6%	4%	3%	5%	8%	6%	5%	**	7%	4%	1%	2%	**	6%	6%	5%	4%	5%	7%
Very dissatisfied	16	5	5	5	4	-	6	5	6	9	**	8	7	1	1	**	6	5	3	1	10	4
	2%	2%	2%	2%	2%	-%	2%	3%	2%	2%	**	2%	3%	1%	1%	**	3%	2%	2%	1%	2%	5%
TOTAL DISSATISFIED	58	14	21	21	10	5	22	21	29	29	**	33	18	2	2	**	20	20	10	8	42	11
	7%	7%	8%	8%	6%	3%	8%	11%	8%	7%	**	9%	7%	2%	2%	**	9%	8%	7%	5%	6%	11%
Don't know	2	1	*	1	1	-	1	-	1	1	**	-	1	1	1	**	1	*	*	1	1	*
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																						

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 208**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5b. And how satisfied are you with the RELIABILITY of your service from (PACKAGE SERVICE PROVIDER)? Would you say you are...**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Base for % (Unweighted and weighted)	1233	130	120	236	451
	807	87	75	158	302
Very satisfied	408	50	42	74	149
	51%	58%	57%	47%	49%
Fairly satisfied	294	25	20	63	115
	36%	29%	26%	40%	38%
				b	b
TOTAL SATISFIED	702	75	62	137	264
	87%	87%	83%	87%	87%
Neither	48	5	6	8	16
	6%	6%	8%	5%	5%
Fairly dissatisfied	42	4	4	10	14
	5%	5%	6%	6%	5%
Very dissatisfied	16	2	2	2	9
	2%	2%	3%	1%	3%
TOTAL DISSATISFIED	58	6	7	12	22
	7%	7%	9%	8%	7%
Don't know	2	-	1	-	1

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 209**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5b. And how satisfied are you with the RELIABILITY of your service from (PACKAGE SERVICE PROVIDER)? Would you say you are...**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-		MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	~b	c	d	e	f	g	~h	i	j	~k	~l	m	n	o	~p	q	r	s	t	u
Unweighted total	795	795	-	333	348	755	726	427	69	408	303	82	94	291	385	410	62	321	151	634	107	562
Effective Weighted Sample	603	603	-	256	275	592	551	336	44	300	237	66	75	235	309	296	50	258	106	492	76	433
Total	514	514	-	201	234	480	466	287	48	260	202	51	61	187	248	266	42	204	104	404	79	352
Base for % (Unweighted and weighted)	793	793	-	331	348	753	724	427	**	408	303	**	**	291	384	409	**	320	151	633	107	561
	513	513	-	200	234	479	465	287	48	260	202	50	61	187	247	266	42	204	104	403	79	351
Very satisfied	278	278	-	105	124	257	254	156	**	206	64	**	**	95	131	147	**	106	37	239	28	207
	54%	54%	-%	52%	53%	54%	54%	54%	**	79%	31%	**	**	51%	53%	55%	**	52%	36%	59%	36%	59%
										j									r	t		
Fairly satisfied	181	181	-	68	88	170	164	105	**	50	115	**	**	68	88	94	**	72	43	135	38	115
	35%	35%	-%	34%	38%	35%	35%	36%	**	19%	57%	**	**	37%	35%	35%	**	35%	41%	33%	49%	33%
										i										u		
TOTAL SATISFIED	459	459	-	173	211	427	417	261	**	256	179	**	**	163	219	241	**	178	80	374	67	322
	90%	90%	-%	86%	91%	89%	90%	91%	**	99%	89%	**	**	87%	88%	91%	**	87%	77%	93%	85%	92%
										j									r			
Neither	27	27	-	11	13	27	23	16	**	2	18	**	**	16	18	9	**	18	10	17	6	17
	5%	5%	-%	6%	6%	6%	5%	5%	**	1%	9%	**	**	9%	7%	3%	**	9%	9%	4%	7%	5%
										i				o	o				s			
Fairly dissatisfied	18	18	-	11	6	17	17	8	**	1	5	**	**	5	7	12	**	5	10	9	4	9
	4%	4%	-%	5%	3%	4%	4%	3%	**	1%	3%	**	**	3%	3%	4%	**	3%	9%	2%	5%	3%
										i									s			
Very dissatisfied	8	8	-	5	3	8	8	3	**	*	*	**	**	2	3	5	**	3	5	3	2	3
	2%	2%	-%	3%	1%	2%	2%	1%	**	%	%	**	**	1%	1%	2%	**	1%	5%	1%	2%	1%
										s									s			
TOTAL DISSATISFIED	26	26	-	16	9	25	25	11	**	2	6	**	**	8	10	16	**	8	14	12	6	13
	5%	5%	-%	8%	4%	5%	5%	4%	**	1%	3%	**	**	4%	4%	6%	**	4%	14%	3%	8%	4%
				dg															s			
Don't know	1	1	-	1	-	1	1	-	**	-	-	**	**	-	1	*	**	1	-	1	-	*
Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 209**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5b. And how satisfied are you with the RELIABILITY of your service from (PACKAGE SERVICE PROVIDER)? Would you say you are...**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 ~m	65+ ~n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL ~u
Significance Level: 95%																						
Unweighted total	795	218	274	252	180	139	283	193	415	380	13	287	393	81	94	13	206	229	193	127	652	99
Effective Weighted Sample	603	179	196	192	151	100	212	149	316	288	13	262	378	77	89	12	176	169	117	113	504	70
Total	514	130	179	176	103	97	182	133	261	253	33	248	173	45	52	7	146	161	90	94	418	63
Base for % (Unweighted and weighted)	793	217	274	251	179	139	282	193	414	379	**	287	392	**	**	**	205	228	193	127	651	**
	513	129	179	175	102	97	181	133	260	253	33	248	172	44	51	7	146	161	90	94	418	62
Very satisfied	278	77	94	87	51	50	107	70	149	129	**	132	97	**	**	**	75	85	46	61	226	**
	54%	60%	53%	50%	50%	52%	59%	52%	57%	51%	**	53%	56%	**	**	**	51%	53%	51%	65%	54%	**
																				pqr		
Fairly satisfied	181	38	68	68	39	39	50	52	85	96	**	83	61	**	**	**	53	63	32	25	151	**
	35%	29%	38%	39%	39%	40%	28%	39%	33%	38%	**	33%	36%	**	**	**	36%	39%	35%	27%	36%	**
					f	f		f										s				
TOTAL SATISFIED	459	115	162	155	91	89	158	122	234	225	**	215	158	**	**	**	128	148	78	86	377	**
	90%	89%	90%	89%	89%	92%	87%	92%	90%	89%	**	87%	92%	**	**	**	87%	92%	87%	92%	90%	**
												k										
Neither	27	4	10	12	5	6	12	5	12	15	**	16	6	**	**	**	9	6	7	3	20	**
	5%	3%	6%	7%	5%	6%	7%	4%	5%	6%	**	6%	3%	**	**	**	6%	4%	7%	3%	5%	**
Fairly dissatisfied	18	8	4	6	4	2	9	3	10	8	**	12	6	**	**	**	6	4	4	5	15	**
	4%	6%	2%	3%	4%	2%	5%	3%	4%	3%	**	5%	3%	**	**	**	4%	2%	4%	5%	4%	**
Very dissatisfied	8	2	3	2	3	-	3	3	4	4	**	6	3	**	**	**	3	3	1	-	5	**
	2%	1%	2%	1%	3%	-%	1%	2%	2%	1%	**	2%	1%	**	**	**	2%	2%	1%	-%	1%	**
TOTAL DISSATISFIED	26	10	7	8	7	2	12	6	14	12	**	17	8	**	**	**	9	7	5	5	20	**
	5%	8%	4%	4%	7%	2%	6%	5%	5%	5%	**	7%	5%	**	**	**	6%	4%	6%	5%	5%	**
Don't know	1	1	-	*	*	-	1	-	1	*	**	-	*	**	**	**	1	*	-	-	1	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 209**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5b. And how satisfied are you with the RELIABILITY of your service from (PACKAGE SERVICE PROVIDER)? Would you say you are...**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	c	d
Unweighted total	795	72	76	155	313
Effective Weighted Sample	603	57	57	100	254
Total	514	45	49	102	214
Base for % (Unweighted and weighted)	793	**	**	155	312
	513	45	49	102	213
Very satisfied	278	**	**	54	111
	54%	**	**	53%	52%
Fairly satisfied	181	**	**	37	77
	35%	**	**	36%	36%
TOTAL SATISFIED	459	**	**	91	188
	90%	**	**	89%	88%
Neither	27	**	**	4	13
	5%	**	**	4%	6%
Fairly dissatisfied	18	**	**	5	7
	4%	**	**	5%	3%
Very dissatisfied	8	**	**	2	5
	2%	**	**	2%	2%
TOTAL DISSATISFIED	26	**	**	6	12
	5%	**	**	6%	6%
Don't know	1	**	**	-	1

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 210**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7aa. Have you or your household ever used a different provider for all or some of the services in your current package? Which did you change most recently?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-		MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Changed provider for the whole package - so from ONE company to ONE other	38 5%	25 5%	13 4%	18 5%	16 5%	36 5%	37 5%	19 4%	** **	19 5%	12 4%	6 6%	12 15% o	26 10% o	38 11% o	- -%	** **	31 11%	7 4%	31 5%	3 3%	21 4%
Changed landline provider	228 28%	167 33% b	60 20%	100 30%	108 32%	228 31%	213 30%	121 28%	** **	99 26%	99 31%	28 27%	45 59% o	182 67% o	228 65% o	- -%	** **	184 65%	56 30%	170 28%	39 32% u	131 23%
Changed fixed broadband provider	157 19%	111 21% b	47 16%	70 21%	75 23%	153 21%	156 22%	83 19%	** **	65 17%	74 23% i	18 18%	41 53% o	117 43% o	157 45% o	- -%	** **	126 44%	42 23%	115 19%	29 23% u	80 14%
Changed TV service provider	60 7%	46 9% b	14 5%	- -%	49 15% cef	55 7% c	54 8% c	60 14% cef	** **	24 6%	29 9%	7 7%	14 18% o	46 17% o	60 17% o	- -%	** **	48 17%	13 7%	46 7%	11 9%	32 6%
Changed mobile phone provider	12 1%	11 2% b	* *% a	- -%	1 *% f	8 1% c	8 1% c	5 1% c	** **	7 2%	5 1%	1 1%	3 4% o	9 3% o	12 3% o	- -%	** **	11 4%	2 1%	10 2%	4 3% u	5 1%
Changed mobile broadband provider	5 1%	4 1%	1 *% a	2 1% f	2 1% f	4 1% f	- -%	3 1% f	** **	3 1%	2 *% a	* *% a	4 5% mno	2 1%	5 1% o	- -%	** **	5 2%	* *% a	5 1%	- -%	1 *% a
No, none of these	460 57%	266 52%	194 66% a	183 55%	177 53%	405 55%	390 54%	246 57%	** **	224 59%	178 55%	58 56%	- -%	- -%	- -%	460 100% lmn	** **	- -%	102 55%	353 57%	63 51%	372 65% t

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 210**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7aa. Have you or your household ever used a different provider for all or some of the services in your current package? Which did you change most recently?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30-£49 b	£50+ c	INACTIVE d	PASSIVE e	INTERESTED f	ENGAGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%																						
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Changed provider for the whole package - so from ONE company to ONE other	38 5%	9 5%	13 5%	12 5%	3 2%	5 3%	17 6% d	13 6% d	16 4%	22 5%	** **	21 6%	12 5%	3 3%	3 3%	** **	8 4%	14 5%	9 7%	7 4%	32 5%	5 5%
Changed landline provider	228 28%	56 27%	74 27%	86 32%	34 19%	24 17%	77 26% de	93 47% def	104 27%	124 30%	** **	102 27%	86 33% k	23 27%	26 26%	** **	73 34% s	81 32% s	34 25%	32 20%	183 28%	26 28%
Changed fixed broadband provider	157 19%	36 17%	54 19%	63 23%	19 10%	9 6%	55 19% de	75 38% def	78 20%	79 19%	** **	81 22% mn	52 20% n	11 13%	12 12%	** **	62 29% qrs	45 18% s	23 17%	16 10%	126 19%	21 22%
Changed TV service provider	60 7%	4 2%	21 8% a	32 12% a	12 7%	5 3%	24 8%	19 10% e	29 8%	30 7%	** **	31 8%	21 8%	5 6%	8 8%	** **	17 8%	20 8%	7 5%	11 7%	55 8% u	3 3%
Changed mobile phone provider	12 1%	1 1%	4 1%	5 2%	* *%	2 1%	5 2%	5 2% d	5 1%	7 2%	** **	5 1%	4 1%	- -%	- -%	** **	7 3% qs	1 *%	2 1%	- -%	9 1%	3 3%
Changed mobile broadband provider	5 1%	1 1%	1 *%	2 1%	* *%	- -%	3 1%	2 1%	2 1%	3 1%	** **	2 1%	2 1%	1 2%	1 1%	** **	2 1%	1 *%	- -%	2 1%	4 1%	1 1%
No, none of these	460 57%	120 59%	163 59%	136 51%	127 71% fg	107 74% fg	166 57% g	61 31%	226 58%	234 56%	** **	210 56%	135 52%	50 61%	65 64% l	** **	104 48%	136 54%	81 59% p	115 71% pqr	367 57%	51 54%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 210**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7aa. Have you or your household ever used a different provider for all or some of the services in your current package? Which did you change most recently?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Changed provider for the whole package - so from ONE company to ONE other	38 5%	2 2%	2 3%	8 5%	19 6%
Changed landline provider	228 28%	22 25%	15 20%	36 23%	104 34% bc
Changed fixed broadband provider	157 19%	12 14%	11 15%	29 19%	78 26% ab
Changed TV service provider	60 7%	5 6%	4 6%	11 7%	31 10%
Changed mobile phone provider	12 1%	* 1%	* 1%	3 2%	5 2%
Changed mobile broadband provider	5 1%	2 2%	1 1%	1 1%	2 1%
No, none of these	460 57%	58 67% d	52 69% d	97 61% d	140 46%
Columns Tested: a,b,c,d					

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 211**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7aa. Have you or your household ever used a different provider for all or some of the services in your current package? Which did you change most recently?**

Base : Those with a bundle of services, where the bill is paid within the household

		EVER SWITCHED BUNDLE NOT MOVING		
		LL NOT FBB	FBB NOT LL	LL AND FBB
Significance Level: 95%	Total	~a	~b	c
Unweighted total	1237	28	13	408
Effective Weighted Sample	909	24	9	327
Total	809	18	11	252
Changed provider for the whole package - so from ONE company to ONE other	38 5%	** **	** **	29 11%
Changed landline provider	228 28%	** **	** **	172 68%
Changed fixed broadband provider	157 19%	** **	** **	121 48%
Changed TV service provider	60 7%	** **	** **	39 15%
Changed mobile phone provider	12 1%	** **	** **	4 2%
Changed mobile broadband provider	5 1%	** **	** **	- -%
No, none of these	460 57%	** **	** **	- -%

Columns Tested: a,b,c

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 212**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7aa. Have you or your household ever used a different provider for all or some of the services in your current package? Which did you change most recently?**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB	LL & TV & BB	BROAD-LINE		MOBILE		VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND	TV	~h				LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	~b	c	d	e	f	g	~h	i	j	~k	~l	m	n	o	~p	q	r	s	t	u
Unweighted total	795	795	-	333	348	755	726	427	69	408	303	82	94	291	385	410	62	321	151	634	107	562
Effective Weighted Sample	603	603	-	256	275	592	551	336	44	300	237	66	75	235	309	296	50	258	106	492	76	433
Total	514	514	-	201	234	480	466	287	48	260	202	51	61	187	248	266	42	204	104	404	79	352
Changed provider for the whole package - so from ONE company to ONE other	25	25	-	11	10	23	24	13	**	13	9	**	**	18	25	-	**	19	3	22	3	15
	5%	5%	-%	6%	4%	5%	5%	4%	**	5%	4%	**	**	10%	10%	-%	**	9%	3%	5%	4%	4%
Changed landline provider	167	167	-	73	78	167	157	88	**	78	71	**	**	128	167	-	**	139	39	126	31	88
	33%	33%	-%	36%	33%	35%	34%	31%	**	30%	35%	**	**	68%	67%	-%	**	68%	38%	31%	39%	25%
Changed fixed broadband provider	111	111	-	46	58	110	109	61	**	51	48	**	**	77	111	-	**	89	27	83	17	54
	21%	21%	-%	23%	25%	23%	23%	21%	**	20%	24%	**	**	41%	45%	-%	**	44%	26%	21%	21%	15%
Changed TV service provider	46	46	-	-	39	44	42	46	**	21	23	**	**	35	46	-	**	38	9	37	9	24
	9%	9%	-%	-%	17%	9%	9%	16%	**	8%	11%	**	**	19%	18%	-%	**	19%	8%	9%	12%	7%
Changed mobile phone provider	11	11	-	-	1	7	8	5	**	6	5	**	**	8	11	-	**	11	2	9	4	4
	2%	2%	-%	-%	*%	2%	2%	2%	**	2%	2%	**	**	4%	5%	-%	**	5%	2%	2%	5%	1%
Changed mobile broadband provider	4	4	-	2	2	4	-	2	**	3	2	**	**	1	4	-	**	4	-	4	-	1
	1%	1%	-%	1%	1%	1%	-%	1%	**	1%	1%	**	**	1%	2%	-%	**	2%	-%	1%	-%	*%
No, none of these	266	266	-	102	118	240	236	153	**	140	101	**	**	-	-	266	**	-	50	212	36	218
	52%	52%	-%	51%	51%	50%	51%	53%	**	54%	50%	**	**	-%	-%	100%	**	-%	48%	53%	45%	62%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 212**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7aa. Have you or your household ever used a different provider for all or some of the services in your current package? Which did you change most recently?**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX			ENG- AGED	GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f		MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 ~m	65+ ~n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL ~u
Significance Level: 95%																						
Unweighted total	795	218	274	252	180	139	283	193	415	380	13	287	393	81	94	13	206	229	193	127	652	99
Effective Weighted Sample	603	179	196	192	151	100	212	149	316	288	13	262	378	77	89	12	176	169	117	113	504	70
Total	514	130	179	176	103	97	182	133	261	253	33	248	173	45	52	7	146	161	90	94	418	63
Changed provider for the whole package - so from ONE company to ONE other	25 5%	4 3%	9 5%	9 5%	2 2%	5 5%	10 5%	8 6%	12 4%	13 5%	** **	15 6%	6 4%	** **	** **	** **	5 4%	9 5%	7 7%	3 4%	22 5%	** **
Changed landline provider	167 33%	41 31%	59 33%	62 35%	21 21%	16 17%	57 31% de	73 55% def	74 28%	93 37% h	** **	84 34%	64 37%	** **	** **	** **	58 39% rs	60 37% rs	21 23%	23 24%	138 33%	** **
Changed fixed broadband provider	111 21%	23 18%	38 21%	45 26%	10 10%	7 7%	38 21% de	56 42% def	52 20%	59 23%	** **	60 24%	37 21%	** **	** **	** **	46 32% qrs	30 19%	17 19%	11 12%	89 21%	** **
Changed TV service provider	46 9%	3 2%	16 9% a	25 14% a	7 7%	4 4%	20 11% e	15 11% e	23 9%	23 9%	** **	27 11%	14 8%	** **	** **	** **	12 8%	17 10%	6 6%	9 9%	43 10%	** **
Changed mobile phone provider	11 2%	1 1%	4 2%	5 3%	- -%	2 2%	5 3%	5 3% d	5 2%	7 3%	** **	5 2%	3 2%	** **	** **	** **	7 5% qs	1 1%	2 2%	- -%	9 2%	** **
Changed mobile broadband provider	4 1%	1 1%	* *% c	2 1%	* *% fg	- -% fg	2 1% g	2 1%	2 1%	3 1%	** **	2 1%	1 *% i	** **	** **	** **	2 1%	1 1%	- -% p	2 2% pq	3 1%	** **
No, none of these	266 52%	74 57% c	93 52%	81 46%	71 69% fg	70 72% fg	93 51% g	33 25%	147 56% i	120 47%	** **	120 48%	86 50%	** **	** **	** **	61 42%	78 49%	53 59% p	62 66% pq	214 51%	** **
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 212**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7aa. Have you or your household ever used a different provider for all or some of the services in your current package? Which did you change most recently?**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	c	d
Unweighted total	795	72	76	155	313
Effective Weighted Sample	603	57	57	100	254
Total	514	45	49	102	214
Changed provider for the whole package - so from ONE company to ONE other	25 5%	** **	** **	6 5%	13 6%
Changed landline provider	167 33%	** **	** **	28 27%	83 39%
					c
Changed fixed broadband provider	111 21%	** **	** **	22 22%	59 27%
Changed TV service provider	46 9%	** **	** **	8 8%	25 11%
Changed mobile phone provider	11 2%	** **	** **	3 3%	5 2%
Changed mobile broadband provider	4 1%	** **	** **	1 1%	1 *%
No, none of these	266 52%	** **	** **	55 54%	90 42%
				d	

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 213**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7aa. Have you or your household ever used a different provider for all or some of the services in your current package? Which did you change most recently?**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

		EVER SWITCHED BUNDLE NOT MOVINBG		
		LL NOT FBB	FBB NOT LL	LL AND FBB
Significance Level: 95%	Total	~a	~b	c
Unweighted total	795	20	5	293
Effective Weighted Sample	603	17	4	239
Total	514	14	6	183
Changed provider for the whole package - so from ONE company to ONE other	25 5%	** **	** **	17 9%
Changed landline provider	167 33%	** **	** **	130 71%
Changed fixed broadband provider	111 21%	** **	** **	88 48%
Changed TV service provider	46 9%	** **	** **	34 18%
Changed mobile phone provider	11 2%	** **	** **	4 2%
Changed mobile broadband provider	4 1%	** **	** **	- -%
No, none of these	266 52%	** **	** **	- -%

Columns Tested: a,b,c

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 214**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ab. When did you most recently change supplier for your package of services/ this service?**

Base : Those who have ever changed their bundle service provider

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-			VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							BAND	TV	MOBILE				LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	l	m	n	~o	~p	q	r	s	~t	u
Unweighted total	551	385	166	245	233	532	513	282	47	251	227	70	122	429	551	-	95	454	131	416	82	320
Effective Weighted Sample	437	309	128	191	191	426	405	231	34	197	183	54	99	338	437	-	75	361	103	331	62	256
Total	349	248	102	149	155	335	326	185	28	156	146	46	77	272	349	-	64	284	85	262	60	197
In the last 6 months	42	36	6	18	19	41	38	22	**	22	14	**	42	-	42	-	**	35	4	37	**	-
	12%	14%	6%	12%	12%	12%	12%	12%	**	14%	10%	**	54%	mn	12%	mn	**	12%	5%	14%	**	mn
6-12 months ago	35	26	10	17	13	35	32	16	**	19	12	**	35	-	35	-	**	29	8	28	**	-
	10%	10%	10%	12%	8%	11%	10%	9%	**	12%	8%	**	46%	mn	10%	mn	**	10%	9%	11%	**	mn
1-2 years ago	82	56	27	28	49	81	80	52	**	32	38	**	-	82	82	-	**	69	26	56	**	55
	24%	22%	26%	19%	31%	24%	25%	28%	**	21%	26%	**	-%	30%	24%	-%	**	24%	31%	21%	**	28%
3-4 years ago	69	48	21	29	25	61	62	35	**	30	26	**	-	69	69	-	**	56	19	49	**	50
	20%	19%	20%	19%	16%	18%	19%	19%	**	19%	18%	**	-%	25%	20%	-%	**	20%	22%	19%	**	26%
More than 4 years ago	109	73	36	54	46	106	103	51	**	45	53	**	-	109	109	-	**	85	27	80	**	81
	31%	30%	35%	36%	29%	32%	32%	28%	**	29%	37%	**	-%	40%	31%	-%	**	30%	32%	31%	**	41%
Don't know	12	10	3	3	4	10	11	8	**	8	3	**	-	12	12	-	**	10	1	11	**	10
	4%	4%	2%	2%	3%	3%	3%	5%	**	5%	2%	**	-%	5%	4%	-%	**	3%	1%	4%	**	5%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 214**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ab. When did you most recently change supplier for your package of services/ this service?**

Base : Those who have ever changed their bundle service provider

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 ~m	65+ ~n	75+ ~o	AB p	C1 q	C2 r	DE ~s	URBAN t	RURAL ~u
Significance Level: 95%																						
Unweighted total	551	146	186	189	92	54	207	198	272	279	8	189	283	59	66	7	158	182	119	68	455	64
Effective Weighted Sample	437	125	146	149	80	40	165	157	213	224	8	177	273	57	63	7	134	150	73	63	377	44
Total	349	85	114	131	52	37	125	136	164	185	18	164	124	32	37	4	112	118	56	47	282	44
In the last 6 months	42	12	15	12	**	**	13	28	16	25	**	22	12	**	**	**	14	18	4	**	30	**
	12%	14%	13%	9%	**	**	10%	20% f	10%	14%	**	13%	10%	**	**	**	13%	15%	8%	**	11%	**
6-12 months ago	35	12	11	10	**	**	10	25	16	19	**	15	16	**	**	**	12	6	6	**	26	**
	10%	14%	10%	7%	**	**	8%	19% f	10%	10%	**	9%	13%	**	**	**	11%	5%	10%	**	9%	**
1-2 years ago	82	14	27	40	**	**	29	54	39	43	**	41	27	**	**	**	25	31	15	**	63	**
	24%	16%	24%	30% a	**	**	23%	39% f	24%	23%	**	25%	21%	**	**	**	22%	26%	26%	**	22%	**
3-4 years ago	69	17	23	26	**	**	29	11	36	33	**	36	22	**	**	**	29	16	11	**	54	**
	20%	20%	20%	20%	**	**	23%	8% g	22%	18%	**	22%	17%	**	**	**	25%	14%	19%	**	19%	**
More than 4 years ago	109	29	35	36	**	**	41	18	51	58	**	45	45	**	**	**	29	43	18	**	98	**
	31%	34%	31%	27%	**	**	33%	13% g	31%	31%	**	27%	36% k	**	**	**	26%	36%	32%	**	35%	**
Don't know	12	2	1	8	**	**	4	* g	5	7	**	7	3	**	**	**	4	3	3	**	10	**
	4%	2%	1%	6% b	**	**	3%	*% g	3%	4%	**	4%	3%	**	**	**	3%	3%	6%	**	4%	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 214**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ab. When did you most recently change supplier for your package of services/ this service?**

Base : Those who have ever changed their bundle service provider

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	d
Unweighted total	551	48	39	98	244
Effective Weighted Sample	437	42	34	69	205
Total	349	29	23	61	163
In the last 6 months	42	**	**	**	24
	12%	**	**	**	14%
6-12 months ago	35	**	**	**	14
	10%	**	**	**	9%
1-2 years ago	82	**	**	**	43
	24%	**	**	**	26%
3-4 years ago	69	**	**	**	29
	20%	**	**	**	18%
More than 4 years ago	109	**	**	**	46
	31%	**	**	**	28%
Don't know	12	**	**	**	7
	4%	**	**	**	4%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 215**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ab. When did you most recently change supplier for your package of services/ this service?**

Base : Those who have ever changed their DISCOUNTED bundle service provider

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-			VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							BAND	TV	MOBILE													
Significance Level: 95%		a	~b	c	d	e	f	g	~h	i	j	~k	~l	m	n	~o	~p	q	~r	s	~t	u
Unweighted total	385	385	-	165	168	376	359	199	40	185	156	42	94	291	385	-	62	321	87	294	59	216
Effective Weighted Sample	309	309	-	130	141	307	287	167	29	143	133	32	75	235	309	-	50	258	70	236	44	180
Total	248	248	-	99	115	240	230	135	25	120	101	26	61	187	248	-	42	204	54	192	43	134
In the last 6 months	36	36	-	14	17	35	33	20	**	20	12	**	**	-	36	-	**	30	**	32	**	-
	14%	14%	-%	14%	15%	15%	14%	15%	**	16%	12%	**	**	-%	14%	-%	**	14%	**	17%	**	-%
6-12 months ago	26	26	-	13	9	26	23	11	**	15	9	**	**	-	26	-	**	21	**	20	**	-
	10%	10%	-%	13%	8%	11%	10%	8%	**	12%	9%	**	**	-%	10%	-%	**	10%	**	10%	**	-%
1-2 years ago	56	56	-	17	33	54	54	36	**	24	24	**	**	56	56	-	**	47	**	40	**	37
	22%	22%	-%	17%	29%	23%	24%	26%	**	20%	24%	**	**	30%	22%	-%	**	23%	**	21%	**	28%
3-4 years ago	48	48	-	19	18	44	42	24	**	25	18	**	**	48	48	-	**	40	**	39	**	36
	19%	19%	-%	19%	15%	18%	18%	18%	**	20%	18%	**	**	26%	19%	-%	**	20%	**	20%	**	27%
More than 4 years ago	73	73	-	34	35	73	70	37	**	31	35	**	**	73	73	-	**	58	**	52	**	52
	30%	30%	-%	34%	30%	30%	30%	27%	**	26%	35%	**	**	39%	30%	-%	**	29%	**	27%	**	39%
Don't know	10	10	-	2	3	8	9	7	**	7	2	**	**	10	10	-	**	8	**	8	**	9
	4%	4%	-%	2%	3%	3%	4%	5%	**	5%	2%	**	**	5%	4%	-%	**	4%	**	4%	**	7%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 215**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ab. When did you most recently change supplier for your package of services/ this service?**

Base : Those who have ever changed their DISCOUNTED bundle service provider

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 b	£50+ c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 ~m	65+ ~n	75+ ~o	AB p	C1 q	C2 ~r	DE ~s	URBAN t	RURAL ~u
Significance Level: 95%	Total																					
Unweighted total	385	96	140	130	56	40	144	145	191	194	4	148	198	28	30	2	115	127	82	45	321	42
Effective Weighted Sample	309	82	110	105	49	31	116	116	155	156	4	138	191	27	29	2	97	103	58	41	269	27
Total	248	56	86	95	32	27	88	100	114	133	10	128	87	16	17	1	86	83	37	32	204	29
In the last 6 months	36	**	14	11	**	**	11	24	13	23	**	20	10	**	**	**	12	17	**	**	26	**
	14%	**	17%	12%	**	**	13%	24% f	11%	17%	**	15%	11%	**	**	**	14%	20%	**	**	13%	**
6-12 months ago	26	**	7	8	**	**	6	20	13	13	**	12	12	**	**	**	11	3	**	**	18	**
	10%	**	8%	9%	**	**	6%	20% f	11%	9%	**	9%	13%	**	**	**	12% q	4%	**	**	9%	**
1-2 years ago	56	**	21	24	**	**	19	36	26	29	**	32	18	**	**	**	18	23	**	**	44	**
	22%	**	24%	25%	**	**	22%	36% f	23%	22%	**	25%	21%	**	**	**	22%	27%	**	**	22%	**
3-4 years ago	48	**	18	19	**	**	19	7	23	25	**	25	16	**	**	**	21	10	**	**	39	**
	19%	**	21%	20%	**	**	21% g	7%	20%	18%	**	19%	18%	**	**	**	25% q	12%	**	**	19%	**
More than 4 years ago	73	**	25	25	**	**	31	13	35	38	**	34	30	**	**	**	21	28	**	**	69	**
	30%	**	29%	27%	**	**	35% g	13%	31%	28%	**	27%	35%	**	**	**	25%	33%	**	**	34%	**
Don't know	10	**	1	7	**	**	3	*	4	6	**	6	2	**	**	**	3	2	**	**	8	**
	4%	**	1%	7% b	**	**	3%	*%	3%	5%	**	4%	2%	**	**	**	3%	3%	**	**	4%	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 215**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ab. When did you most recently change supplier for your package of services/ this service?**

Base : Those who have ever changed their DISCOUNTED bundle service provider

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	d
Unweighted total	385	28	25	74	181
Effective Weighted Sample	309	24	22	50	152
Total	248	17	16	47	124
In the last 6 months	36	**	**	**	21
	14%	**	**	**	17%
6-12 months ago	26	**	**	**	9
	10%	**	**	**	8%
1-2 years ago	56	**	**	**	34
	22%	**	**	**	28%
3-4 years ago	48	**	**	**	21
	19%	**	**	**	17%
More than 4 years ago	73	**	**	**	33
	30%	**	**	**	27%
Don't know	10	**	**	**	6
	4%	**	**	**	5%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 216**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLE SERVICES SWITCHED IN THE LAST 12 MONTHS**

Base : Those who have changed provider for their whole package of services/ any of the services in their package in the last 12 months

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB ~c	LL & TV & BB ~d	BROAD-LINE		MOBILE		VERY ~i	QUITE ~j	NOT ~k	LONGER				YES ~p	NO q	ACTIVE /OPEN ~r	NOT INT'TED s	YES ~t	NO ~u
						LAND-LINE e	BAND f	TV ~g	~h				LAST YEAR l	AGO ~m	EVER n	NEVER ~o						
Significance Level: 95%		~a	~b							~i	~j	~k										
Unweighted total	122	94	28	55	50	120	112	60	13	62	45	15	122	-	122	-	20	102	21	101	-	-
Effective Weighted Sample	99	75	25	42	43	97	90	52	12	48	39	14	99	-	99	-	17	82	19	81	-	-
Total	77	61	16	36	32	76	70	38	7	41	26	10	77	-	77	-	13	64	12	65	-	-
Changed provider for the whole package - so from ONE company to ONE other	12	**	**	**	**	12	11	**	**	**	**	**	12	-	12	-	**	11	**	11	-	-
	15%	**	**	**	**	15%	16%	**	**	**	**	**	15%	-%	15%	-%	**	17%	**	16%	-%	-%
Changed landline provider	45	**	**	**	**	45	41	**	**	**	**	**	45	-	45	-	**	39	**	40	-	-
	59%	**	**	**	**	60%	58%	**	**	**	**	**	59%	-%	59%	-%	**	62%	**	61%	-%	-%
Changed fixed broadband provider	41	**	**	**	**	41	40	**	**	**	**	**	41	-	41	-	**	33	**	36	-	-
	53%	**	**	**	**	54%	57%	**	**	**	**	**	53%	-%	53%	-%	**	52%	**	55%	-%	-%
Changed TV service provider	14	**	**	**	**	14	12	**	**	**	**	**	14	-	14	-	**	12	**	11	-	-
	18%	**	**	**	**	19%	17%	**	**	**	**	**	18%	-%	18%	-%	**	19%	**	16%	-%	-%
Changed mobile broadband provider	4	**	**	**	**	3	-	**	**	**	**	**	4	-	4	-	**	4	**	4	-	-
	5%	**	**	**	**	4%	-%	**	**	**	**	**	5%	-%	5%	-%	**	6%	**	6%	-%	-%
Changed mobile phone provider	3	**	**	**	**	3	2	**	**	**	**	**	3	-	3	-	**	3	**	1	-	-
	4%	**	**	**	**	4%	3%	**	**	**	**	**	4%	-%	4%	-%	**	4%	**	2%	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 216**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLE SERVICES SWITCHED IN THE LAST 12 MONTHS**

Base : Those who have changed provider for their whole package of services/ any of the services in their package in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER	£30-	£49	INAC-	PASSIVE	INTER-	ENG-	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30 ~a	£49 ~b	£50+ ~c	TIVE ~d	~e	ESTED ~f	AGED ~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Significance Level: 95%																						
Unweighted total	122	39	43	32	2	-	39	81	61	61	1	44	61	14	15	1	39	37	23	19	93	19
Effective Weighted Sample	99	33	31	27	2	-	34	64	54	49	1	40	60	13	14	1	34	26	22	17	79	13
Total	77	24	27	21	1	-	23	53	33	44	3	37	28	8	9	1	26	24	10	14	57	14
Changed provider for the whole package - so from ONE company to ONE other	12	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Changed landline provider	45	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	59%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Changed fixed broadband provider	41	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Changed TV service provider	14	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Changed mobile broadband provider	4	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Changed mobile phone provider	3	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 216**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLE SERVICES SWITCHED IN THE LAST 12 MONTHS**

Base : Those who have changed provider for their whole package of services/ any of the services in their package in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	122	15	9	20	60
Effective Weighted Sample	99	13	8	13	52
Total	77	10	6	13	37
Changed provider for the whole package - so from ONE company to ONE other	12	**	**	**	**
	15%	**	**	**	**
Changed landline provider	45	**	**	**	**
	59%	**	**	**	**
Changed fixed broadband provider	41	**	**	**	**
	53%	**	**	**	**
Changed TV service provider	14	**	**	**	**
	18%	**	**	**	**
Changed mobile broadband provider	4	**	**	**	**
	5%	**	**	**	**
Changed mobile phone provider	3	**	**	**	**
	4%	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 217**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7a. Did you make this change of provider for your package of services at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the package of services you changed most recently**

Base : Those who have ever changed their bundle service provider

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-				VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND	TV	MOBILE				LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%	a	b	c	d	e	f	g	~h	i	j	~k	l	m	n	~o	~p	q	r	s	~t	u	
Unweighted total	551	385	166	245	233	532	513	282	47	251	227	70	122	429	551	-	95	454	131	416	82	320
Effective Weighted Sample	437	309	128	191	191	426	405	231	34	197	183	54	99	338	437	-	75	361	103	331	62	256
Total	349	248	102	149	155	335	326	185	28	156	146	46	77	272	349	-	64	284	85	262	60	197
Yes	64	42	22	22	38	63	61	41	**	32	19	**	13	51	64	-	**	-	18	46	**	34
	18%	17%	22%	15%	25% c	19%	19%	22%	**	20%	13%	**	17%	19%	18%	-%	**	-%	21%	17%	**	17%
No	284	204	80	127	117	270	264	144	**	124	126	**	64	220	284	-	**	284	67	215	**	161
	81%	82%	78%	85% d	75%	81%	81%	78%	**	79%	87% i	**	83%	81%	81%	-%	**	100%	79%	82%	**	82%
Don't know	2	2	-	1	-	2	1	1	**	1	-	**	-	2	2	-	**	-	1	1	**	2
	*%	1%	-%	*%	-%	*%	*%	1%	**	1%	-%	**	-%	1%	*%	-%	**	-%	1%	*%	**	1%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u																						



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 217**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7a. Did you make this change of provider for your package of services at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the package of services you changed most recently**

Base : Those who have ever changed their bundle service provider

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 ~m	65+ ~n	75+ ~o	AB p	C1 q	C2 r	DE ~s	URBAN t	RURAL ~u
Significance Level: 95%	Total																					
Unweighted total	551	146	186	189	92	54	207	198	272	279	8	189	283	59	66	7	158	182	119	68	455	64
Effective Weighted Sample	437	125	146	149	80	40	165	157	213	224	8	177	273	57	63	7	134	150	73	63	377	44
Total	349	85	114	131	52	37	125	136	164	185	18	164	124	32	37	4	112	118	56	47	282	44
Yes	64	15	23	25	**	**	19	30	34	30	**	39	18	**	**	**	28	12	17	**	50	**
	18%	17%	20%	19%	**	**	15%	22%	21%	16%	**	24%	14%	**	**	**	25%	10%	29%	**	18%	**
No	284	70	91	104	**	**	105	107	130	154	**	125	106	**	**	**	84	104	40	**	231	**
	81%	82%	80%	80%	**	**	85%	78%	79%	83%	**	76%	85%	**	**	**	75%	89%	71%	**	82%	**
Don't know	2	1	-	1	**	**	1	-	-	2	**	1	1	**	**	**	-	1	-	**	2	**
	*%	1%	-%	1%	**	**	*%	-%	-%	1%	**	1%	*%	**	**	**	-%	1%	-%	**	1%	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 217**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7a. Did you make this change of provider for your package of services at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the package of services you changed most recently**

Base : Those who have ever changed their bundle service provider

		HOUSEHOLD INCOME			
		UP TO			
		£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		~a	~b	~c	d
Significance Level: 95%	Total				
Unweighted total	551	48	39	98	244
Effective Weighted Sample	437	42	34	69	205
Total	349	29	23	61	163
Yes	64	**	**	**	34
	18%	**	**	**	21%
No	284	**	**	**	128
	81%	**	**	**	78%
Don't know	2	**	**	**	1
	*%	**	**	**	1%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 218**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7a. Did you make this change of provider for your package of services at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the package of services you changed most recently**

Base : Those who have ever changed their DISCOUNTED bundle service provider

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-			VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							BAND	TV	MOBILE													
Significance Level: 95%		a	~b	c	d	e	f	g	~h	i	j	~k	~l	m	n	~o	~p	q	~r	s	~t	u
Unweighted total	385	385	-	165	168	376	359	199	40	185	156	42	94	291	385	-	62	321	87	294	59	216
Effective Weighted Sample	309	309	-	130	141	307	287	167	29	143	133	32	75	235	309	-	50	258	70	236	44	180
Total	248	248	-	99	115	240	230	135	25	120	101	26	61	187	248	-	42	204	54	192	43	134
Yes	42	42	-	15	25	41	40	26	**	26	12	**	**	31	42	-	**	-	**	32	**	19
	17%	17%	-%	15%	21%	17%	18%	19%	**	21%	12%	**	**	17%	17%	-%	**	-%	**	17%	**	15%
No	204	204	-	84	91	197	189	108	**	94	89	**	**	154	204	-	**	204	**	159	**	113
	82%	82%	-%	84%	79%	82%	82%	80%	**	78%	88%	**	**	83%	82%	-%	**	100%	**	83%	**	84%
Don't know	2	2	-	1	-	2	1	1	**	1	-	**	**	2	2	-	**	-	**	1	**	2
	1%	1%	-%	1%	-%	1%	*%	1%	**	1%	-%	**	**	1%	1%	-%	**	-%	**	1%	**	1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 218**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7a. Did you make this change of provider for your package of services at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the package of services you changed most recently**

Base : Those who have ever changed their DISCOUNTED bundle service provider

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30-£49 b	£50+ c	INACTIVE ~d	PASSIVE ~e	INTERESTED f	ENGAGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 ~m	65+ ~n	75+ ~o	AB p	C1 q	C2 ~r	DE ~s	URBAN t	RURAL ~u
Significance Level: 95%	Total																					
Unweighted total	385	96	140	130	56	40	144	145	191	194	4	148	198	28	30	2	115	127	82	45	321	42
Effective Weighted Sample	309	82	110	105	49	31	116	116	155	156	4	138	191	27	29	2	97	103	58	41	269	27
Total	248	56	86	95	32	27	88	100	114	133	10	128	87	16	17	1	86	83	37	32	204	29
Yes	42	**	17	15	**	**	12	22	21	21	**	27	11	**	**	**	20	7	**	**	34	**
	17%	**	20%	15%	**	**	14%	22%	19%	15%	**	21%	13%	**	**	**	24%	8%	**	**	17%	**
No	204	**	69	79	**	**	76	78	93	111	**	101	75	**	**	**	65	75	**	**	168	**
	82%	**	80%	84%	**	**	86%	78%	81%	83%	**	78%	86%	**	**	**	76%	91%	**	**	82%	**
Don't know	2	**	-	1	**	**	1	-	-	2	**	1	1	**	**	**	-	1	**	**	2	**
	1%	**	-%	1%	**	**	1%	-%	-%	1%	**	1%	1%	**	**	**	-%	1%	**	**	1%	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 218**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7a. Did you make this change of provider for your package of services at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the package of services you changed most recently**

Base : Those who have ever changed their DISCOUNTED bundle service provider

		HOUSEHOLD INCOME			
		UP TO			
		£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		~a	~b	~c	d
Significance Level: 95%	Total				
Unweighted total	385	28	25	74	181
Effective Weighted Sample	309	24	22	50	152
Total	248	17	16	47	124
Yes	42	**	**	**	23
	17%	**	**	**	19%
No	204	**	**	**	100
	82%	**	**	**	81%
Don't know	2	**	**	**	1
	1%	**	**	**	1%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 219**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7b. Could you have CHOSEN to stay with your previous supplier when you moved?**

Base : Those who have changed their bundle service provider in the last 12 months at the same time as moving home

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR			
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-			MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO		
						LAND-LINE	BAND	TV					LAST YEAR	AGO	EVER	NEVER								
																							~a	~b
Significance Level: 95%																								
Unweighted total	20	16	4	7	12	20	20	12	1	13	6	1	20	-	20	-	20	-	6	14	-	-		
Effective Weighted Sample	17	13	4	6	10	17	17	10	1	11	5	1	17	-	17	-	17	-	5	12	-	-		
Total	13	11	2	6	7	13	13	7	*	9	4	*	13	-	13	-	13	-	3	10	-	-		
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	-	**	**	-	-		
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	-%	-%		
No	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	-	**	**	-	-		
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	-%	-%		
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	-	**	**	-	-		
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	-%	-%		

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 219**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7b. Could you have CHOSEN to stay with your previous supplier when you moved?**

Base : Those who have changed their bundle service provider in the last 12 months at the same time as moving home

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	20	9	7	4	-	-	2	18	8	12	-	9	10	-	-	-	5	4	6	3	15	3
Effective Weighted Sample	17	8	6	3	-	-	2	15	8	10	-	8	10	-	-	-	5	4	6	3	12	3
Total	13	7	4	2	-	-	1	12	4	9	-	7	4	-	-	-	5	2	2	2	9	2
Yes	**	**	**	**	-	-	**	**	**	**	-	**	**	-	-	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	-%	**	**	-%	-%	-%	**	**	**	**	**	**
No	**	**	**	**	-	-	**	**	**	**	-	**	**	-	-	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	-%	**	**	-%	-%	-%	**	**	**	**	**	**
Don't know	**	**	**	**	-	-	**	**	**	**	-	**	**	-	-	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	-%	**	**	-%	-%	-%	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 219**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7b. Could you have CHOSEN to stay with your previous supplier when you moved?**

Base : Those who have changed their bundle service provider in the last 12 months at the same time as moving home

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	20	4	2	5	6
Effective Weighted Sample	17	4	2	4	5
Total	13	2	2	3	4
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 220**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7ca. Which provider did you use for your landline service before switching to (PACKAGE SERVICE PROVIDER)?**

Base : Those who have changed provider for the landline service in their bundle in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-				VERY	QUITE	NOT	LAST YEAR	LONGER			YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND	TV	MOBILE					AGO	EVER	NEVER						
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	
Unweighted total	70	60	10	37	25	70	64	30	5	33	30	7	70	-	70	-	9	61	11	59	-	-
Effective Weighted Sample	55	46	9	27	21	55	50	26	4	24	26	7	55	-	55	-	8	47	11	46	-	-
Total	45	40	6	24	17	45	41	20	3	24	18	4	45	-	45	-	6	39	6	40	-	-
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Virgin Media (NTL/ TeleWest)	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Talk Talk/ Carphone Warehouse/ Tiscali	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Sky Talk	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Pipex	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Post Office	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Tesco Telecom	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 220**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7ca. Which provider did you use for your landline service before switching to (PACKAGE SERVICE PROVIDER)?**

Base : Those who have changed provider for the landline service in their bundle in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY		
		UNDER	£30-	£49	£50+	INAC-	PASSIVE	INTER-	ENG-	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30 ~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	
Significance Level: 95%																							
Unweighted total	70	22	27	17	-	-	23	47	35	35	1	21	38	8	9	1	25	21	8	14	52	11	
Effective Weighted Sample	55	19	19	15	-	-	20	36	31	27	1	20	37	8	9	1	22	14	8	13	45	7	
Total	45	13	18	12	-	-	13	33	19	26	3	19	18	5	5	1	16	14	4	10	32	9	
BT	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Virgin Media (NTL/ TeleWest)	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Talk Talk/ Carphone Warehouse/ Tiscali	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Sky Talk	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Pipex	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Post Office	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Tesco Telecom	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Other	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 220**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7ca. Which provider did you use for your landline service before switching to (PACKAGE SERVICE PROVIDER)?**

Base : Those who have changed provider for the landline service in their bundle in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	70	10	5	10	35
Effective Weighted Sample	55	9	5	5	30
Total	45	7	3	7	22
BT	**	**	**	**	**
	**	**	**	**	**
Virgin Media (NTL/ TeleWest)	**	**	**	**	**
	**	**	**	**	**
Talk Talk/ Carphone Warehouse/ Tiscali	**	**	**	**	**
	**	**	**	**	**
Sky Talk	**	**	**	**	**
	**	**	**	**	**
Pipex	**	**	**	**	**
	**	**	**	**	**
Post Office	**	**	**	**	**
	**	**	**	**	**
Tesco Telecom	**	**	**	**	**
	**	**	**	**	**
Other	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 221**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7cb. Which one of these best describes how you switched from (PREVIOUS LANDLINE PROVIDER) to (PACKAGE SERVICE PROVIDER) for your landline service?**

Base : Those who have changed provider for the landline service in their bundle in the last 12 months

	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES							BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-		MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	
							BAND	TV					LAST YEAR	AGO	EVER	NEVER							
																							~a
Significance Level: 95%																							
Unweighted total	70	60	10	37	25	70	64	30	5	33	30	7	70	-	70	-	9	61	11	59	-	-	
Effective Weighted Sample	55	46	9	27	21	55	50	26	4	24	26	7	55	-	55	-	8	47	11	46	-	-	
Total	45	40	6	24	17	45	41	20	3	24	18	4	45	-	45	-	6	39	6	40	-	-	
I contacted my new supplier to start the switch. My new supplier then arranged the switch for me.	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	
I had to arrange when the old service stopped and the new service started. I contacted my old supplier to tell them I wanted to cancel. I contacted my new supplier to tell them I wanted to start using their service.	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 221**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7cb. Which one of these best describes how you switched from (PREVIOUS LANDLINE PROVIDER) to (PACKAGE SERVICE PROVIDER) for your landline service?**

Base : Those who have changed provider for the landline service in their bundle in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY		
		UNDER	£30-	£49	£50+	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30 ~a	£49 ~b	£50+ ~c		~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Significance Level: 95%																							
Unweighted total	70	22	27	17	-	-	23	47	35	35	1	21	38	8	9	1	25	21	8	14	52	11	
Effective Weighted Sample	55	19	19	15	-	-	20	36	31	27	1	20	37	8	9	1	22	14	8	13	45	7	
Total	45	13	18	12	-	-	13	33	19	26	3	19	18	5	5	1	16	14	4	10	32	9	
I contacted my new supplier to start the switch. My new supplier then arranged the switch for me.	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
I had to arrange when the old service stopped and the new service started. I contacted my old supplier to tell them I wanted to cancel. I contacted my new supplier to tell them I wanted to start using their service.	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Can't remember	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 221**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7cb. Which one of these best describes how you switched from (PREVIOUS LANDLINE PROVIDER) to (PACKAGE SERVICE PROVIDER) for your landline service?**

Base : Those who have changed provider for the landline service in their bundle in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	70	10	5	10	35
Effective Weighted Sample	55	9	5	5	30
Total	45	7	3	7	22
I contacted my new supplier to start the switch. My new supplier then arranged the switch for me.	**	**	**	**	**
	**	**	**	**	**
I had to arrange when the old service stopped and the new service started. I contacted my old supplier to tell them I wanted to cancel. I contacted my new supplier to tell them I wanted to start using their service.	**	**	**	**	**
	**	**	**	**	**
Can't remember	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7da. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed provider for the landline service in their bundle in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-		MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	
						LAND-LINE	BAND					LAST YEAR	AGO	EVER	NEVER							
																						~a
Significance Level: 95%	70	60	10	37	25	70	64	30	5	33	30	7	70	-	70	-	9	61	11	59	-	-
Unweighted total	55	46	9	27	21	55	50	26	4	24	26	7	55	-	55	-	8	47	11	46	-	-
Effective Weighted Sample	45	40	6	24	17	45	41	20	3	24	18	4	45	-	45	-	6	39	6	40	-	-
Before I started considering using an alternative provider	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
While I was considering or comparing alternative providers	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
After I had spoken to my new provider and agreed to switch but not actually placed an order	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
After I had signed up or placed an order with my new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7da. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed provider for the landline service in their bundle in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER	£30-	£49	INAC-	PASSIVE	INTER-	ENG-	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30 ~a	£49 ~b	£50+ ~c	TIVE ~d	~e	ESTED ~f	AGED ~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Significance Level: 95%																						
Unweighted total	70	22	27	17	-	-	23	47	35	35	1	21	38	8	9	1	25	21	8	14	52	11
Effective Weighted Sample	55	19	19	15	-	-	20	36	31	27	1	20	37	8	9	1	22	14	8	13	45	7
Total	45	13	18	12	-	-	13	33	19	26	3	19	18	5	5	1	16	14	4	10	32	9
Before I started considering using an alternative provider	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
While I was considering or comparing alternative providers	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had spoken to my new provider and agreed to switch but not actually placed an order	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had signed up or placed an order with my new provider	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7da. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed provider for the landline service in their bundle in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	70	10	5	10	35
Effective Weighted Sample	55	9	5	5	30
Total	45	7	3	7	22
Before I started considering using an alternative provider	**	**	**	**	**
	**	**	**	**	**
While I was considering or comparing alternative providers	**	**	**	**	**
	**	**	**	**	**
After I had spoken to my new provider and agreed to switch but not actually placed an order	**	**	**	**	**
	**	**	**	**	**
After I had signed up or placed an order with my new provider	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 223**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7db. And did you have to pay an early termination or cancellation charge to (PREVIOUS LANDLINE PROVIDER) in order to leave your contract with them?**

Base : Those who have changed provider for the landline service in their bundle in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR			
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-			MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO		
						LAND-LINE	BAND	TV					LAST YEAR	AGO	EVER	NEVER								
																							~a	~b
Significance Level: 95%																								
Unweighted total	70	60	10	37	25	70	64	30	5	33	30	7	70	-	70	-	9	61	11	59	-	-		
Effective Weighted Sample	55	46	9	27	21	55	50	26	4	24	26	7	55	-	55	-	8	47	11	46	-	-		
Total	45	40	6	24	17	45	41	20	3	24	18	4	45	-	45	-	6	39	6	40	-	-		
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-		
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%		
No	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-		
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%		
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-		
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%		

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 223**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7db. And did you have to pay an early termination or cancellation charge to (PREVIOUS LANDLINE PROVIDER) in order to leave your contract with them?**

Base : Those who have changed provider for the landline service in their bundle in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30-£49 ~b	£50+ ~c	INAC-TIVE ~d	PASSIVE ~e	INTER-ESTED ~f	ENG-AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	70	22	27	17	-	-	23	47	35	35	1	21	38	8	9	1	25	21	8	14	52	11
Effective Weighted Sample	55	19	19	15	-	-	20	36	31	27	1	20	37	8	9	1	22	14	8	13	45	7
Total	45	13	18	12	-	-	13	33	19	26	3	19	18	5	5	1	16	14	4	10	32	9
Yes	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 223**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7db. And did you have to pay an early termination or cancellation charge to (PREVIOUS LANDLINE PROVIDER) in order to leave your contract with them?**

Base : Those who have changed provider for the landline service in their bundle in the last 12 months

		HOUSEHOLD INCOME			
		UP TO			
		£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		~a	~b	~c	~d
Significance Level: 95%	Total				
Unweighted total	70	10	5	10	35
Effective Weighted Sample	55	9	5	5	30
Total	45	7	3	7	22
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 224**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7cc. Which provider did you use for your mobile service before switching to (PACKAGE SERVICE PROVIDER)?**

Base : Those who have changed provider for the mobile service in their bundle in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-				VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	
						LAND-LINE	BAND	TV	MOBILE				LAST YEAR	AGO	EVER	NEVER							
																							~a
Significance Level: 95%																							
Unweighted total	6	6	-	-	-	6	5	4	5	2	4	-	6	-	6	-	1	5	4	2	-	-	
Effective Weighted Sample	5	5	-	-	-	5	5	3	5	2	3	-	5	-	5	-	1	4	4	2	-	-	
Total	3	3	-	-	-	3	2	2	2	1	2	-	3	-	3	-	*	3	2	1	-	-	
Vodafone	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	
	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	
O2 (formerly BTCellnet)	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	
	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	
Orange	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	
	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	
'3' mobile	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	
	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	
Other	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	
	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 224**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7cc. Which provider did you use for your mobile service before switching to (PACKAGE SERVICE PROVIDER)?**

Base : Those who have changed provider for the mobile service in their bundle in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	6	1	2	2	-	-	-	6	4	2	-	3	3	-	-	-	3	-	3	-	6	-
Effective Weighted Sample	5	1	2	2	-	-	-	5	4	2	-	3	3	-	-	-	3	-	3	-	5	-
Total	3	*	1	1	-	-	-	3	2	1	-	2	1	-	-	-	2	-	1	-	3	-
Vodafone	**	**	**	**	-	-	-	**	**	**	-	**	**	-	-	-	**	-	**	-	**	-
	**	**	**	**	-%	-%	-%	**	**	**	-%	**	**	-%	-%	-%	**	-%	**	-%	**	-%
O2 (formerly BTCellnet)	**	**	**	**	-	-	-	**	**	**	-	**	**	-	-	-	**	-	**	-	**	-
	**	**	**	**	-%	-%	-%	**	**	**	-%	**	**	-%	-%	-%	**	-%	**	-%	**	-%
Orange	**	**	**	**	-	-	-	**	**	**	-	**	**	-	-	-	**	-	**	-	**	-
	**	**	**	**	-%	-%	-%	**	**	**	-%	**	**	-%	-%	-%	**	-%	**	-%	**	-%
'3' mobile	**	**	**	**	-	-	-	**	**	**	-	**	**	-	-	-	**	-	**	-	**	-
	**	**	**	**	-%	-%	-%	**	**	**	-%	**	**	-%	-%	-%	**	-%	**	-%	**	-%
Other	**	**	**	**	-	-	-	**	**	**	-	**	**	-	-	-	**	-	**	-	**	-
	**	**	**	**	-%	-%	-%	**	**	**	-%	**	**	-%	-%	-%	**	-%	**	-%	**	-%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 224**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7cc. Which provider did you use for your mobile service before switching to (PACKAGE SERVICE PROVIDER)?**

Base : Those who have changed provider for the mobile service in their bundle in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	6	-	1	-	4
Effective Weighted Sample	5	-	1	-	3
Total	3	-	*	-	2
Vodafone	**	-	**	-	**
	**	-%	**	-%	**
O2 (formerly BTCellnet)	**	-	**	-	**
	**	-%	**	-%	**
Orange	**	-	**	-	**
	**	-%	**	-%	**
'3' mobile	**	-	**	-	**
	**	-%	**	-%	**
Other	**	-	**	-	**
	**	-%	**	-%	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 225**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7cd. Which one of these best describes how you switched from (PREVIOUS MOBILE NETWORK) to (PACKAGE SERVICE PROVIDER) for your mobile service?**

Base : Those who have changed provider for the mobile service in their bundle in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES ~a	NO ~b	LL & BB ~c	LL & TV & BB ~d	BROAD-				VERY ~i	QUITE ~j	NOT ~k	LONGER				YES ~p	NO ~q	ACTIVE /OPEN ~r	NOT INT'TED ~s	YES ~t	NO ~u
						LAND-LINE ~e	BAND ~f	TV ~g	MOBILE ~h				LAST YEAR ~l	AGO ~m	EVER ~n	NEVER ~o						
Significance Level: 95%																						
Unweighted total	6	6	-	-	-	6	5	4	5	2	4	-	6	-	6	-	1	5	4	2	-	-
Effective Weighted Sample	5	5	-	-	-	5	5	3	5	2	3	-	5	-	5	-	1	4	4	2	-	-
Total	3	3	-	-	-	3	2	2	2	1	2	-	3	-	3	-	*	3	2	1	-	-
I got a PAC/ switching code from my old provider and gave this to my new provider. My new provider then arranged the switch for me.	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-
	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%
I contacted my old provider to tell them I wanted to cancel. I contacted my new provider to tell them I wanted to start using them for the service. I did not need a PAC/ switching code.	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-
	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%
Don't know	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-
	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u																						



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 225**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7cd. Which one of these best describes how you switched from (PREVIOUS MOBILE NETWORK) to (PACKAGE SERVICE PROVIDER) for your mobile service?**

Base : Those who have changed provider for the mobile service in their bundle in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30-£49 ~b	£50+ ~c	INACTIVE ~d	PASSIVE ~e	INTERESTED ~f	ENGAGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	6	1	2	2	-	-	-	6	4	2	-	3	3	-	-	-	3	-	3	-	6	-
Effective Weighted Sample	5	1	2	2	-	-	-	5	4	2	-	3	3	-	-	-	3	-	3	-	5	-
Total	3	*	1	1	-	-	-	3	2	1	-	2	1	-	-	-	2	-	1	-	3	-
I got a PAC/ switching code from my old provider and gave this to my new provider. My new provider then arranged the switch for me.	**	**	**	**	-	-	-	**	**	**	-	**	**	-	-	-	**	-	**	-	**	-
	**	**	**	**	-%	-%	-%	**	**	**	-%	**	**	-%	-%	-%	**	-%	**	-%	**	-%
I contacted my old provider to tell them I wanted to cancel. I contacted my new provider to tell them I wanted to start using them for the service. I did not need a PAC/ switching code.	**	**	**	**	-	-	-	**	**	**	-	**	**	-	-	-	**	-	**	-	**	-
	**	**	**	**	-%	-%	-%	**	**	**	-%	**	**	-%	-%	-%	**	-%	**	-%	**	-%
Don't know	**	**	**	**	-	-	-	**	**	**	-	**	**	-	-	-	**	-	**	-	**	-
	**	**	**	**	-%	-%	-%	**	**	**	-%	**	**	-%	-%	-%	**	-%	**	-%	**	-%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 225**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7cd. Which one of these best describes how you switched from (PREVIOUS MOBILE NETWORK) to (PACKAGE SERVICE PROVIDER) for your mobile service?**

Base : Those who have changed provider for the mobile service in their bundle in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	6	-	1	-	4
Effective Weighted Sample	5	-	1	-	3
Total	3	-	*	-	2
I got a PAC/ switching code from my old provider and gave this to my new provider. My new provider then arranged the switch for me.	**	-	**	-	**
	**	-%	**	-%	**
I contacted my old provider to tell them I wanted to cancel. I contacted my new provider to tell them I wanted to start using them for the service. I did not need a PAC/ switching code.	**	-	**	-	**
	**	-%	**	-%	**
Don't know	**	-	**	-	**
	**	-%	**	-%	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 226**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ce. Did you keep your mobile phone number when you switched to another network?**

Base : Those who have changed provider for the mobile service in their bundle in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-			TV	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND							LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	
Unweighted total	6	6	-	-	-	6	5	4	5	2	4	-	6	-	6	-	1	5	4	2	-	-	
Effective Weighted Sample	5	5	-	-	-	5	5	3	5	2	3	-	5	-	5	-	1	4	4	2	-	-	
Total	3	3	-	-	-	3	2	2	2	1	2	-	3	-	3	-	*	3	2	1	-	-	
Yes, kept the same number	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	
	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	
No, changed my number	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	
	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	
Can't remember	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-	
	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%	
Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u																							

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 226**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ce. Did you keep your mobile phone number when you switched to another network?**

Base : Those who have changed provider for the mobile service in their bundle in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	6	1	2	2	-	-	-	6	4	2	-	3	3	-	-	-	3	-	3	-	6	-
Effective Weighted Sample	5	1	2	2	-	-	-	5	4	2	-	3	3	-	-	-	3	-	3	-	5	-
Total	3	*	1	1	-	-	-	3	2	1	-	2	1	-	-	-	2	-	1	-	3	-
Yes, kept the same number	**	**	**	**	-	-	-	**	**	**	-	**	**	-	-	-	**	-	**	-	**	-
	**	**	**	**	-%	-%	-%	**	**	**	-%	**	**	-%	-%	-%	**	-%	**	-%	**	-%
No, changed my number	**	**	**	**	-	-	-	**	**	**	-	**	**	-	-	-	**	-	**	-	**	-
	**	**	**	**	-%	-%	-%	**	**	**	-%	**	**	-%	-%	-%	**	-%	**	-%	**	-%
Can't remember	**	**	**	**	-	-	-	**	**	**	-	**	**	-	-	-	**	-	**	-	**	-
	**	**	**	**	-%	-%	-%	**	**	**	-%	**	**	-%	-%	-%	**	-%	**	-%	**	-%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 226**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ce. Did you keep your mobile phone number when you switched to another network?**

Base : Those who have changed provider for the mobile service in their bundle in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	6	-	1	-	4
Effective Weighted Sample	5	-	1	-	3
Total	3	-	*	-	2
Yes, kept the same number	**	-	**	-	**
	**	-%	**	-%	**
No, changed my number	**	-	**	-	**
	**	-%	**	-%	**
Can't remember	**	-	**	-	**
	**	-%	**	-%	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 227**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cfa. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed provider for the mobile service in their bundle in the last 12 months

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB	LL & TV & BB	BROAD-		TV	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND						LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%	6	6	-	-	-	6	5	4	5	2	4	-	6	-	6	-	1	5	4	2	-	-
Unweighted total	5	5	-	-	-	5	5	3	5	2	3	-	5	-	5	-	1	4	4	2	-	-
Effective Weighted Sample	3	3	-	-	-	3	2	2	2	1	2	-	3	-	3	-	*	3	2	1	-	-
Before I started considering using an alternative provider	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-
	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%
While I was considering or comparing alternative providers	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-
	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%
Don't know	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-
	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 227**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cfa. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed provider for the mobile service in their bundle in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	6	1	2	2	-	-	-	6	4	2	-	3	3	-	-	-	3	-	3	-	6	-
Effective Weighted Sample	5	1	2	2	-	-	-	5	4	2	-	3	3	-	-	-	3	-	3	-	5	-
Total	3	*	1	1	-	-	-	3	2	1	-	2	1	-	-	-	2	-	1	-	3	-
Before I started considering using an alternative provider	**	**	**	**	-	-	-	**	**	**	-	**	**	-	-	-	**	-	**	-	**	-
	**	**	**	**	-%	-%	-%	**	**	**	-%	**	**	-%	-%	-%	**	-%	**	-%	**	-%
While I was considering or comparing alternative providers	**	**	**	**	-	-	-	**	**	**	-	**	**	-	-	-	**	-	**	-	**	-
	**	**	**	**	-%	-%	-%	**	**	**	-%	**	**	-%	-%	-%	**	-%	**	-%	**	-%
Don't know	**	**	**	**	-	-	-	**	**	**	-	**	**	-	-	-	**	-	**	-	**	-
	**	**	**	**	-%	-%	-%	**	**	**	-%	**	**	-%	-%	-%	**	-%	**	-%	**	-%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 227**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cfa. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed provider for the mobile service in their bundle in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	6	-	1	-	4
Effective Weighted Sample	5	-	1	-	3
Total	3	-	*	-	2
Before I started considering using an alternative provider	**	-	**	-	**
	**	-%	**	-%	**
While I was considering or comparing alternative providers	**	-	**	-	**
	**	-%	**	-%	**
Don't know	**	-	**	-	**
	**	-%	**	-%	**

Columns Tested: a,b,c,d



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 228**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cfb. And did you have to pay an early termination or cancellation charge to (PREVIOUS MOBILE NETWORK) in order to leave your contract with them?**

Base : Those who have changed provider for the mobile service in their bundle in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-			VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							BAND	TV	MOBILE				LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	6	6	-	-	-	6	5	4	5	2	4	-	6	-	6	-	1	5	4	2	-	-
Effective Weighted Sample	5	5	-	-	-	5	5	3	5	2	3	-	5	-	5	-	1	4	4	2	-	-
Total	3	3	-	-	-	3	2	2	2	1	2	-	3	-	3	-	*	3	2	1	-	-
No	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-
	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%
Don't know	**	**	-	-	-	**	**	**	**	**	**	-	**	-	**	-	**	**	**	**	-	-
	**	**	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 228**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cfb. And did you have to pay an early termination or cancellation charge to (PREVIOUS MOBILE NETWORK) in order to leave your contract with them?**

Base : Those who have changed provider for the mobile service in their bundle in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	6	1	2	2	-	-	-	6	4	2	-	3	3	-	-	-	3	-	3	-	6	-
Effective Weighted Sample	5	1	2	2	-	-	-	5	4	2	-	3	3	-	-	-	3	-	3	-	5	-
Total	3	*	1	1	-	-	-	3	2	1	-	2	1	-	-	-	2	-	1	-	3	-
No	**	**	**	**	-	-	-	**	**	**	-	**	**	-	-	-	**	-	**	-	**	-
	**	**	**	**	-%	-%	-%	**	**	**	-%	**	**	-%	-%	-%	**	-%	**	-%	**	-%
Don't know	**	**	**	**	-	-	-	**	**	**	-	**	**	-	-	-	**	-	**	-	**	-
	**	**	**	**	-%	-%	-%	**	**	**	-%	**	**	-%	-%	-%	**	-%	**	-%	**	-%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 228**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cfb. And did you have to pay an early termination or cancellation charge to (PREVIOUS MOBILE NETWORK) in order to leave your contract with them?**

Base : Those who have changed provider for the mobile service in their bundle in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	6	-	1	-	4
Effective Weighted Sample	5	-	1	-	3
Total	3	-	*	-	2
No	**	-	**	-	**
	**	-%	**	-%	**
Don't know	**	-	**	-	**
	**	-%	**	-%	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 229**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7ce. Which provider did you use for your fixed broadband service before switching to (PACKAGE SERVICE PROVIDER)?**

Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB	LL & TV & BB	BROAD-			MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	62	49	13	29	28	62	61	30	4	32	25	5	62	-	62	-	11	51	8	54	-	-
Effective Weighted Sample	48	37	11	20	24	48	47	25	3	23	22	5	48	-	48	-	9	39	7	41	-	-
Total	41	33	7	20	18	41	40	20	2	23	15	3	41	-	41	-	8	33	5	36	-	-
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Virgin Media (NTL/ Telewest/ Blueyonder)	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
BT (BT Total Broadband/ BT Yahoo/ BT Openworld)	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Talk Talk (Carphone Warehouse/ Tiscali)	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
AOL	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Orange (Wanadoo/ Freeserve)	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Demon Internet	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Pipex	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
T-mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
"3"	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 229**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7ce. Which provider did you use for your fixed broadband service before switching to (PACKAGE SERVICE PROVIDER)?**

Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-			VERY	QUITE	NOT	LAST YEAR	LONGER			YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							BAND	TV	MOBILE					AGO	EVER	NEVER						
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	62	49	13	29	28	62	61	30	4	32	25	5	62	-	62	-	11	51	8	54	-	-
Effective Weighted Sample	48	37	11	20	24	48	47	25	3	23	22	5	48	-	48	-	9	39	7	41	-	-
Total	41	33	7	20	18	41	40	20	2	23	15	3	41	-	41	-	8	33	5	36	-	-
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 229**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7ce. Which provider did you use for your fixed broadband service before switching to (PACKAGE SERVICE PROVIDER)?**

Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER			INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30 ~a	£49 ~b	£50+ ~c																		
Significance Level: 95%																						
Unweighted total	62	20	18	19	-	-	19	43	31	31	1	23	31	6	6	-	21	17	11	10	47	9
Effective Weighted Sample	48	17	12	16	-	-	17	32	27	23	1	21	30	6	6	-	18	11	11	9	40	5
Total	41	12	14	12	-	-	10	31	17	24	3	20	14	3	3	-	15	12	5	7	30	7
Sky	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Virgin Media (NTL/ Telewest/ Blueyonder)	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
BT (BT Total Broadband/ BT Yahoo/ BT Openworld)	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Talk Talk (Carphone Warehouse/ Tiscali)	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
AOL	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Orange (Wanadoo/ Freeserve)	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Demon Internet	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Pipex	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
T-mobile	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
"3"	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Plusnet	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 229**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7ce. Which provider did you use for your fixed broadband service before switching to (PACKAGE SERVICE PROVIDER)?**

Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX			GENDER		AGE							SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	62	20	18	19	-	-	19	43	31	31	1	23	31	6	6	-	21	17	11	10	47	9
Effective Weighted Sample	48	17	12	16	-	-	17	32	27	23	1	21	30	6	6	-	18	11	11	9	40	5
Total	41	12	14	12	-	-	10	31	17	24	3	20	14	3	3	-	15	12	5	7	30	7
Other	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 229**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7ce. Which provider did you use for your fixed broadband service before switching to (PACKAGE SERVICE PROVIDER)?**

Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	62	7	3	12	30
Effective Weighted Sample	48	6	3	7	26
Total	41	4	3	9	19
Sky	**	**	**	**	**
	**	**	**	**	**
Virgin Media (NTL/ Telewest/ Blueyonder)	**	**	**	**	**
	**	**	**	**	**
BT (BT Total Broadband/ BT Yahoo/ BT Openworld)	**	**	**	**	**
	**	**	**	**	**
Talk Talk (Carphone Warehouse/ Tiscali)	**	**	**	**	**
	**	**	**	**	**
AOL	**	**	**	**	**
	**	**	**	**	**
Orange (Wanadoo/ Freeserve)	**	**	**	**	**
	**	**	**	**	**
Demon Internet	**	**	**	**	**
	**	**	**	**	**
Pipex	**	**	**	**	**
	**	**	**	**	**
T-mobile	**	**	**	**	**
	**	**	**	**	**
"3"	**	**	**	**	**
	**	**	**	**	**
Plusnet	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.****Table 229**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7ce. Which provider did you use for your fixed broadband service before switching to (PACKAGE SERVICE PROVIDER)?**

Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	62	7	3	12	30
Effective Weighted Sample	48	6	3	7	26
Total	41	4	3	9	19
Other	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 230**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7cf. Which one of these best describes how you switched from (PREVIOUS FIXED BROADBAND PROVIDER) to (PACKAGE SERVICE PROVIDER) for your internet service?**

Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		
		YES ~a	NO ~b	LL & BB ~c	LL & TV & BB ~d	BROAD-				VERY ~i	QUITE ~j	NOT ~k	LONGER				YES ~p	NO ~q	ACTIVE /OPEN ~r	NOT INT'TED ~s	YES ~t	NO ~u	
						LAND-LINE ~e	BAND ~f	TV ~g	MOBILE ~h				LAST YEAR ~l	AGO ~m	EVER ~n	NEVER ~o							
Significance Level: 95%																							
Unweighted total	62	49	13	29	28	62	61	30	4	32	25	5	62	-	62	-	11	51	8	54	-	-	
Effective Weighted Sample	48	37	11	20	24	48	47	25	3	23	22	5	48	-	48	-	9	39	7	41	-	-	
Total	41	33	7	20	18	41	40	20	2	23	15	3	41	-	41	-	8	33	5	36	-	-	
I contacted my new provider to start the switch. My new provider then arranged the switch for me. I did not need a MAC/ switching code.	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	
I got a MAC/ switching code from my old provider and gave this to my new provider. My new provider then arranged the switch for me.	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	
I contacted my old provider to tell them I wanted to cancel. I contacted my new provider to tell them I wanted to start using them for the service. I did not need a MAC/ switching code.	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 230**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7cf. Which one of these best describes how you switched from (PREVIOUS FIXED BROADBAND PROVIDER) to (PACKAGE SERVICE PROVIDER) for your internet service?**

Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30	£30-£49	£50+	INACTIVE	PASSIVE	INTERESTED	ENGAGED	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Significance Level: 95%																						
Unweighted total	62	20	18	19	-	-	19	43	31	31	1	23	31	6	6	-	21	17	11	10	47	9
Effective Weighted Sample	48	17	12	16	-	-	17	32	27	23	1	21	30	6	6	-	18	11	11	9	40	5
Total	41	12	14	12	-	-	10	31	17	24	3	20	14	3	3	-	15	12	5	7	30	7
I contacted my new provider to start the switch. My new provider then arranged the switch for me. I did not need a MAC/ switching code.	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
I got a MAC/ switching code from my old provider and gave this to my new provider. My new provider then arranged the switch for me.	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
I contacted my old provider to tell them I wanted to cancel. I contacted my new provider to tell them I wanted to start using them for the service. I did not need a MAC/ switching code.	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Don't know	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 230**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7cf. Which one of these best describes how you switched from (PREVIOUS FIXED BROADBAND PROVIDER) to (PACKAGE SERVICE PROVIDER) for your internet service?**

Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	62	7	3	12	30
Effective Weighted Sample	48	6	3	7	26
Total	41	4	3	9	19
I contacted my new provider to start the switch. My new provider then arranged the switch for me. I did not need a MAC/ switching code.	**	**	**	**	**
	**	**	**	**	**
I got a MAC/ switching code from my old provider and gave this to my new provider. My new provider then arranged the switch for me.	**	**	**	**	**
	**	**	**	**	**
I contacted my old provider to tell them I wanted to cancel. I contacted my new provider to tell them I wanted to start using them for the service. I did not need a MAC/ switching code.	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 231**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cga. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months

		RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Significance Level: 95%																						
Unweighted total	62	49	13	29	28	62	61	30	4	32	25	5	62	-	62	-	11	51	8	54	-	-
Effective Weighted Sample	48	37	11	20	24	48	47	25	3	23	22	5	48	-	48	-	9	39	7	41	-	-
Total	41	33	7	20	18	41	40	20	2	23	15	3	41	-	41	-	8	33	5	36	-	-
Before I started considering using an alternative provider	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
While I was considering or comparing alternative providers	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
After I had spoken to my new provider and agreed to switch but not actually placed an order	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
After I had signed up or placed an order with my new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 231**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cga. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER	£30-	£49	INAC-	PASSIVE	INTER-	ENG-	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30 ~a	£49 ~b	£50+ ~c	TIVE ~d	~e	ESTED ~f	AGED ~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Significance Level: 95%																						
Unweighted total	62	20	18	19	-	-	19	43	31	31	1	23	31	6	6	-	21	17	11	10	47	9
Effective Weighted Sample	48	17	12	16	-	-	17	32	27	23	1	21	30	6	6	-	18	11	11	9	40	5
Total	41	12	14	12	-	-	10	31	17	24	3	20	14	3	3	-	15	12	5	7	30	7
Before I started considering using an alternative provider	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
While I was considering or comparing alternative providers	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
After I had spoken to my new provider and agreed to switch but not actually placed an order	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
After I had signed up or placed an order with my new provider	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Don't know	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 231**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cga. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	62	7	3	12	30
Effective Weighted Sample	48	6	3	7	26
Total	41	4	3	9	19
Before I started considering using an alternative provider	**	**	**	**	**
	**	**	**	**	**
While I was considering or comparing alternative providers	**	**	**	**	**
	**	**	**	**	**
After I had spoken to my new provider and agreed to switch but not actually placed an order	**	**	**	**	**
	**	**	**	**	**
After I had signed up or placed an order with my new provider	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 232**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cgb. And did you have to pay an early termination or cancellation charge to (PREVIOUS FIXED BROADBAND PROVIDER) in order to leave your contract with them?**

Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR			
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-			MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO		
						LAND-LINE	BAND	TV					LAST YEAR	AGO	EVER	NEVER								
																							~a	~b
Significance Level: 95%																								
Unweighted total	62	49	13	29	28	62	61	30	4	32	25	5	62	-	62	-	11	51	8	54	-	-		
Effective Weighted Sample	48	37	11	20	24	48	47	25	3	23	22	5	48	-	48	-	9	39	7	41	-	-		
Total	41	33	7	20	18	41	40	20	2	23	15	3	41	-	41	-	8	33	5	36	-	-		
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-		
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%		
No	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-		
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%		
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-		
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%		

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 232**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cgb. And did you have to pay an early termination or cancellation charge to (PREVIOUS FIXED BROADBAND PROVIDER) in order to leave your contract with them?**

Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	62	20	18	19	-	-	19	43	31	31	1	23	31	6	6	-	21	17	11	10	47	9
Effective Weighted Sample	48	17	12	16	-	-	17	32	27	23	1	21	30	6	6	-	18	11	11	9	40	5
Total	41	12	14	12	-	-	10	31	17	24	3	20	14	3	3	-	15	12	5	7	30	7
Yes	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
No	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Don't know	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 232**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cgb. And did you have to pay an early termination or cancellation charge to (PREVIOUS FIXED BROADBAND PROVIDER) in order to leave your contract with them?**

Base : Those who have changed provider for the fixed broadband service in their bundle in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	62	7	3	12	30
Effective Weighted Sample	48	6	3	7	26
Total	41	4	3	9	19
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 233**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7cg. Which provider did you use for your TV service before switching to (PACKAGE SERVICE PROVIDER)?**

Base : Those who have changed provider for the TV service in their bundle in the last 12 months

	RECEIVE BUNDLE DISCOUNT									BUNDLED SERVICES				BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
				BROAD-									LONGER													
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO				
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u					
Unweighted total	23	17	6	-	21	23	21	23	1	7	11	5	23	-	23	-	4	19	6	17	-	-				
Effective Weighted Sample	19	14	5	-	18	19	18	19	1	6	9	5	19	-	19	-	4	16	5	14	-	-				
Total	14	11	3	-	13	14	12	14	*	5	6	3	14	-	14	-	2	12	4	11	-	-				
Sky	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-				
	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%				
Virgin Media/ NTL/ Telewest	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-				
	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%				
BT Vision	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-				
	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%				
Top-Up-TV	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-				
	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%				
Other	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-				
	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%				

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 233**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7cg. Which provider did you use for your TV service before switching to (PACKAGE SERVICE PROVIDER)?**

Base : Those who have changed provider for the TV service in their bundle in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	23	1	9	13	2	-	9	12	14	9	-	7	13	2	3	1	5	9	3	5	21	1
Effective Weighted Sample	19	1	8	11	2	-	7	10	12	8	-	7	13	2	3	1	5	8	3	5	18	1
Total	14	*	5	9	1	-	5	8	8	6	-	6	6	1	2	1	2	6	1	4	13	*
Sky	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Virgin Media/ NTL/ Telewest	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
BT Vision	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Top-Up-TV	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 233**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7cg. Which provider did you use for your TV service before switching to (PACKAGE SERVICE PROVIDER)?**

Base : Those who have changed provider for the TV service in their bundle in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	23	4	2	2	14
Effective Weighted Sample	19	4	2	2	13
Total	14	4	2	1	8
Sky	**	**	**	**	**
	**	**	**	**	**
Virgin Media/ NTL/ Telewest	**	**	**	**	**
	**	**	**	**	**
BT Vision	**	**	**	**	**
	**	**	**	**	**
Top-Up-TV	**	**	**	**	**
	**	**	**	**	**
Other	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 234**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ch. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed provider for the TV service in their bundle in the last 12 months

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB	LL & TV & BB	BROAD-				VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND	TV	MOBILE				LAST YEAR	AGO	EVER	NEVER						
~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u		
Significance Level: 95%																						
Unweighted total	23	17	6	-	21	23	21	23	1	7	11	5	23	-	23	-	4	19	6	17	-	-
Effective Weighted Sample	19	14	5	-	18	19	18	19	1	6	9	5	19	-	19	-	4	16	5	14	-	-
Total	14	11	3	-	13	14	12	14	*	5	6	3	14	-	14	-	2	12	4	11	-	-
Before I started considering using an alternative provider	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
While I was considering or comparing alternative providers	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
After I had signed up or placed an order with my new provider	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Don't know	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 234**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ch. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed provider for the TV service in their bundle in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER	£30-		INAC-	PASSIVE	INTER-	ENG-	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30 ~a	£49 ~b	£50+ ~c	TIVE ~d	~e	ESTED ~f	AGED ~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Significance Level: 95%																						
Unweighted total	23	1	9	13	2	-	9	12	14	9	-	7	13	2	3	1	5	9	3	5	21	1
Effective Weighted Sample	19	1	8	11	2	-	7	10	12	8	-	7	13	2	3	1	5	8	3	5	18	1
Total	14	*	5	9	1	-	5	8	8	6	-	6	6	1	2	1	2	6	1	4	13	*
Before I started considering using an alternative provider	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
While I was considering or comparing alternative providers	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
After I had signed up or placed an order with my new provider	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 234**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ch. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed provider for the TV service in their bundle in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	23	4	2	2	14
Effective Weighted Sample	19	4	2	2	13
Total	14	4	2	1	8
Before I started considering using an alternative provider	**	**	**	**	**
	**	**	**	**	**
While I was considering or comparing alternative providers	**	**	**	**	**
	**	**	**	**	**
After I had signed up or placed an order with my new provider	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 235**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ci. And did you have to pay an early termination or cancellation charge to (PREVIOUS TV SERVICE PROVIDER) in order to leave your contract with them?**

Base : Those who have changed provider for the TV service in their bundle in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB ~c	LL & TV & BB ~d	LAND-LINE ~e	BROAD-			VERY	QUITE	NOT	LAST YEAR	LONGER			YES	NO	ACTIVE /OPEN ~r	NOT INT'TED ~s	YES	NO
							BAND	TV	MOBILE					~l	~m	~n	~o					
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	23	17	6	-	21	23	21	23	1	7	11	5	23	-	23	-	4	19	6	17	-	-
Effective Weighted Sample	19	14	5	-	18	19	18	19	1	6	9	5	19	-	19	-	4	16	5	14	-	-
Total	14	11	3	-	13	14	12	14	*	5	6	3	14	-	14	-	2	12	4	11	-	-
Yes	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
No	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 235**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ci. And did you have to pay an early termination or cancellation charge to (PREVIOUS TV SERVICE PROVIDER) in order to leave your contract with them?**

Base : Those who have changed provider for the TV service in their bundle in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	23	1	9	13	2	-	9	12	14	9	-	7	13	2	3	1	5	9	3	5	21	1
Effective Weighted Sample	19	1	8	11	2	-	7	10	12	8	-	7	13	2	3	1	5	8	3	5	18	1
Total	14	*	5	9	1	-	5	8	8	6	-	6	6	1	2	1	2	6	1	4	13	*
Yes	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.****Table 235**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ci. And did you have to pay an early termination or cancellation charge to (PREVIOUS TV SERVICE PROVIDER) in order to leave your contract with them?**

Base : Those who have changed provider for the TV service in their bundle in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	23	4	2	2	14
Effective Weighted Sample	19	4	2	2	13
Total	14	4	2	1	8
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 236**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7F. Which provider did you use for your whole package of services before switching to (PACKAGE SERVICE PROVIDER)?**

Base : Those who have changed provider for their whole package of services in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-		TV	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	
						LAND-LINE	BAND						LAST YEAR	AGO	EVER	NEVER							
																							~a
Significance Level: 95%																							
Unweighted total	19	11	8	8	9	19	18	11	2	11	4	4	19	-	19	-	2	17	2	17	-	-	
Effective Weighted Sample	17	10	7	7	8	17	16	10	2	10	3	4	17	-	17	-	2	15	2	15	-	-	
Total	12	7	5	5	5	12	11	6	1	7	2	3	12	-	12	-	1	11	1	11	-	-	
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	
Virgin Media/ NTL/ Telewest	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	
Orange	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	
AOL	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	
Pipex	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 236**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7F. Which provider did you use for your whole package of services before switching to (PACKAGE SERVICE PROVIDER)?**

Base : Those who have changed provider for their whole package of services in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	19	6	9	3	-	-	7	12	7	12	-	9	7	3	3	-	2	8	5	3	14	4
Effective Weighted Sample	17	5	8	3	-	-	6	11	7	10	-	8	7	3	3	-	2	7	5	3	13	4
Total	12	4	5	2	-	-	5	7	4	8	-	7	3	2	2	-	2	5	2	2	8	3
BT	**	**	**	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**
Sky	**	**	**	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**
Virgin Media/ NTL/ Telewest	**	**	**	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**
Orange	**	**	**	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**
AOL	**	**	**	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**
Pipex	**	**	**	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 236**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQB7F. Which provider did you use for your whole package of services before switching to (PACKAGE SERVICE PROVIDER)?**

Base : Those who have changed provider for their whole package of services in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	19	2	2	4	8
Effective Weighted Sample	17	2	2	4	7
Total	12	1	1	2	5
BT	**	**	**	**	**
	**	**	**	**	**
Sky	**	**	**	**	**
	**	**	**	**	**
Virgin Media/ NTL/ Telewest	**	**	**	**	**
	**	**	**	**	**
Orange	**	**	**	**	**
	**	**	**	**	**
AOL	**	**	**	**	**
	**	**	**	**	**
Pipex	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 237**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7fa. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed provider for their whole package of services in the last 12 months

	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES							BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-			VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							BAND	TV	MOBILE				LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%	19	11	8	8	9	19	18	11	2	11	4	4	19	-	19	-	2	17	2	17	-	-
Unweighted total	17	10	7	7	8	17	16	10	2	10	3	4	17	-	17	-	2	15	2	15	-	-
Effective Weighted Sample	12	7	5	5	5	12	11	6	1	7	2	3	12	-	12	-	1	11	1	11	-	-
Before I started considering using an alternative provider	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
While I was considering or comparing alternative providers	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
After I had spoken to my new provider and agreed to switch but not actually placed an order	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
After I had signed up or placed an order with my new provider	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 237**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7fa. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed provider for their whole package of services in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY		
		UNDER	£30-	£49	£50+	INAC-	PASSIVE	INTER-	ENG-	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30 ~a	£49 ~b	£50+ ~c	INAC- ~d	PASSIVE ~e	INTER- ~f	ENG- ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u	
Significance Level: 95%																							
Unweighted total	19	6	9	3	-	-	7	12	7	12	-	9	7	3	3	-	2	8	5	3	14	4	
Effective Weighted Sample	17	5	8	3	-	-	6	11	7	10	-	8	7	3	3	-	2	7	5	3	13	4	
Total	12	4	5	2	-	-	5	7	4	8	-	7	3	2	2	-	2	5	2	2	8	3	
Before I started considering using an alternative provider	**	**	**	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	
	**	**	**	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	
While I was considering or comparing alternative providers	**	**	**	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	
	**	**	**	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	
After I had spoken to my new provider and agreed to switch but not actually placed an order	**	**	**	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	
	**	**	**	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	
After I had signed up or placed an order with my new provider	**	**	**	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	
	**	**	**	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	
Don't know	**	**	**	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	
	**	**	**	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 237**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7fa. Which of the following best describes at what point you found out whether or not you needed to pay an early termination or cancellation charge to leave your previous provider?**

Base : Those who have changed provider for their whole package of services in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	19	2	2	4	8
Effective Weighted Sample	17	2	2	4	7
Total	12	1	1	2	5
Before I started considering using an alternative provider	**	**	**	**	**
	**	**	**	**	**
While I was considering or comparing alternative providers	**	**	**	**	**
	**	**	**	**	**
After I had spoken to my new provider and agreed to switch but not actually placed an order	**	**	**	**	**
	**	**	**	**	**
After I had signed up or placed an order with my new provider	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 238**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7fb. And did you have to pay an early termination or cancellation charge to (PREVIOUS PACKAGE SERVICE PROVIDER) in order to leave your contract with them?**

Base : Those who have changed provider for their whole package of services in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR				
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-			TV	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO		
						LINE	BAND	~g						~h	LAST YEAR	AGO	EVER							NEVER	
																									~a
Significance Level: 95%																									
Unweighted total	19	11	8	8	9	19	18	11	2	11	4	4	19	-	19	-	2	17	2	17	-	-			
Effective Weighted Sample	17	10	7	7	8	17	16	10	2	10	3	4	17	-	17	-	2	15	2	15	-	-			
Total	12	7	5	5	5	12	11	6	1	7	2	3	12	-	12	-	1	11	1	11	-	-			
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-			
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%			
No	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-			
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 238**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7fb. And did you have to pay an early termination or cancellation charge to (PREVIOUS PACKAGE SERVICE PROVIDER) in order to leave your contract with them?**

Base : Those who have changed provider for their whole package of services in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	19	6	9	3	-	-	7	12	7	12	-	9	7	3	3	-	2	8	5	3	14	4
Effective Weighted Sample	17	5	8	3	-	-	6	11	7	10	-	8	7	3	3	-	2	7	5	3	13	4
Total	12	4	5	2	-	-	5	7	4	8	-	7	3	2	2	-	2	5	2	2	8	3
Yes	**	**	**	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**
No	**	**	**	**	-	-	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.****Table 238**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7fb. And did you have to pay an early termination or cancellation charge to (PREVIOUS PACKAGE SERVICE PROVIDER) in order to leave your contract with them?**

Base : Those who have changed provider for their whole package of services in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	19	2	2	4	8
Effective Weighted Sample	17	2	2	4	7
Total	12	1	1	2	5
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 239**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ba. And was your previous internet service...**

Base : Those with broadband access in their bundle of services who have changed provider in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-				VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	
						LAND-LINE	BAND	TV	MOBILE				LAST YEAR	AGO	EVER	NEVER							
																							~a
Significance Level: 95%																							
Unweighted total	85	64	21	38	39	83	79	43	6	46	30	9	85	-	85	-	13	72	10	75	-	-	
Effective Weighted Sample	68	50	19	28	34	66	62	37	5	34	26	8	68	-	68	-	11	57	9	59	-	-	
Total	56	44	12	26	25	55	51	28	3	32	18	6	56	-	56	-	9	47	6	50	-	-	
A fixed broadband service	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	
A dial-up service	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	
A mobile broadband service	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	
Something else	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 239**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ba. And was your previous internet service...**

Base : Those with broadband access in their bundle of services who have changed provider in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	85	28	27	24	-	-	29	56	40	45	1	34	39	10	10	-	26	25	16	14	63	15
Effective Weighted Sample	68	24	19	21	-	-	25	43	36	35	1	31	38	9	9	-	23	17	15	13	54	10
Total	56	17	19	16	-	-	17	38	22	34	3	29	18	5	5	-	18	17	7	10	41	11
A fixed broadband service	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
A dial-up service	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
A mobile broadband service	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Something else	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Don't know	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 239**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ba. And was your previous internet service...**

Base : Those with broadband access in their bundle of services who have changed provider in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	85	11	5	16	40
Effective Weighted Sample	68	9	4	10	35
Total	56	7	4	12	26
A fixed broadband service	**	**	**	**	**
	**	**	**	**	**
A dial-up service	**	**	**	**	**
	**	**	**	**	**
A mobile broadband service	**	**	**	**	**
	**	**	**	**	**
Something else	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 240**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7bb. And was your previous television service...**

Base : Those with TV in their bundle of services who have changed provider in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
						BROAD-							LONGER									
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Significance Level: 95%																						
Unweighted total	34	22	12	-	30	34	31	34	3	12	14	8	34	-	34	-	6	28	7	27	-	-
Effective Weighted Sample	30	19	11	-	26	30	27	30	3	11	12	7	30	-	30	-	6	24	6	23	-	-
Total	21	14	6	-	18	21	18	21	1	8	8	5	21	-	21	-	3	18	4	16	-	-
Satellite TV with a subscription (from Sky)	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Cable TV (through Virgin Media/ NTL/ Telewest or another cable TV company)	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Freeview, with additional paid content (from Top-Up-TV or BT Vision)	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Freeview, without additional paid content	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Satellite TV with no subscription (from Sky)	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
An analogue service - so just channels 1-5	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Other	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 240**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7bb. And was your previous television service...**

Base : Those with TV in their bundle of services who have changed provider in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	34	4	14	16	2	-	13	19	20	14	-	12	16	5	6	1	6	12	7	8	31	2
Effective Weighted Sample	30	4	13	14	2	-	11	17	18	12	-	11	16	5	6	1	6	10	7	7	27	2
Total	21	2	8	11	1	-	8	12	11	10	-	9	8	3	3	1	3	8	3	6	19	1
Satellite TV with a subscription (from Sky)	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Cable TV (through Virgin Media/ NTL/ Telewest or another cable TV company)	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Freeview, with additional paid content (from Top-Up-TV or BT Vision)	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Freeview, without additional paid content	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Satellite TV with no subscription (from Sky)	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
An analogue service - so just channels 1-5	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 240**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7bb. And was your previous television service...**

Base : Those with TV in their bundle of services who have changed provider in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	34	6	3	6	17
Effective Weighted Sample	30	5	3	5	16
Total	21	5	2	3	9
Satellite TV with a subscription (from Sky)	**	**	**	**	**
	**	**	**	**	**
Cable TV (through Virgin Media/ NTL/ Telewest or another cable TV company)	**	**	**	**	**
	**	**	**	**	**
Freeview, with additional paid content (from Top-Up-TV or BT Vision)	**	**	**	**	**
	**	**	**	**	**
Freeview, without additional paid content	**	**	**	**	**
	**	**	**	**	**
Satellite TV with no subscription (from Sky)	**	**	**	**	**
	**	**	**	**	**
An analogue service - so just channels 1-5	**	**	**	**	**
	**	**	**	**	**
Other	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 241**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ca. How easy or difficult was it/ do you think it would be to change the supplier of your WHOLE PACKAGE of services? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with a bundle of services, where the bill is paid within the household

		RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		
		Total	YES	NO	LL & BB	LL & TV & BB	BROAD-			MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							LAND-LINE	BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u	
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890	
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665	
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568	
Very easy	223 28%	140 27%	83 28%	101 30%	81 24%	207 28%	191 27%	117 27%	** **	138 36%	64 20%	20 20%	21 27%	77 28%	98 28%	124 27%	** **	79 28%	36 19%	185 30%	29 24%	161 28%	
Fairly easy	333	217	115	130	153	312	300	188	**	138	156	39	37	116	153	180	**	126	80	251	53	228	
	41%	42%	39%	39%	46%	42%	42%	44%	**	36%	48%	37%	48%	42%	44%	39%	**	44%	43%	41%	43%	40%	
TOTAL EASY	555 69%	357 70%	198 67%	232 70%	234 70%	519 70%	490 69%	305 71%	** **	275 72%	220 68%	59 57%	58 76%	193 71%	251 72%	304 66%	** **	204 72%	116 62%	436 71%	82 67%	389 68%	
Fairly difficult	120 15%	77 15%	43 15%	46 14%	52 16%	105 14%	106 15%	62 14%	** **	41 11%	57 18%	22 21%	9 12%	43 16%	52 15%	68 15%	** **	43 15%	37 20%	83 14%	26 22%	77 14%	
Very difficult	74 9%	44 9%	30 10%	27 8%	27 8%	64 9%	67 9%	37 9%	** **	35 9%	25 8%	14 14%	7 9%	22 8%	29 8%	45 10%	** **	25 9%	22 12%	53 9%	9 7%	55 10%	
TOTAL DIFFICULT	195 24%	121 24%	74 25%	74 22%	79 24%	169 23%	173 24%	99 23%	** **	76 20%	82 25%	36 35%	16 21%	65 24%	81 23%	113 25%	** **	68 24%	59 31%	136 22%	35 29%	132 23%	
Don't know	59 7%	36 7%	24 8%	27 8%	19 6%	52 7%	52 7%	28 6%	** **	29 8%	22 7%	9 9%	3 3%	14 5%	17 5%	43 9%	** **	11 4%	12 7%	43 7%	5 4%	48 8%	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 241**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ca. How easy or difficult was it/ do you think it would be to change the supplier of your WHOLE PACKAGE of services? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with a bundle of services, where the bill is paid within the household

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%	Total																					
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Very easy	223	63	80	61	45	40	87	50	124	99	**	109	71	22	27	**	56	58	38	55	183	17
	28%	31%	29%	23%	25%	28%	30%	25%	32%	24%	**	29%	27%	27%	26%	**	26%	23%	28%	34%	28%	18%
		c							i										q		u	
Fairly easy	333	79	121	112	72	59	111	90	155	177	**	154	113	32	39	**	84	118	55	62	276	37
	41%	39%	44%	42%	41%	41%	38%	46%	40%	42%	**	41%	43%	39%	39%	**	39%	47%	40%	38%	43%	38%
TOTAL EASY	555	143	201	173	118	99	198	141	279	276	**	263	184	55	66	**	140	176	93	117	460	54
	69%	69%	73%	65%	66%	69%	68%	71%	72%	66%	**	70%	71%	66%	65%	**	65%	69%	68%	72%	71%	57%
		c																			u	
Fairly difficult	120	30	29	52	27	22	41	31	51	69	**	59	33	12	13	**	35	42	23	17	93	17
	15%	15%	11%	19%	15%	16%	14%	15%	13%	16%	**	16%	13%	14%	13%	**	16%	17%	17%	11%	14%	17%
				b																		
Very difficult	74	17	26	28	18	11	26	19	35	39	**	33	25	6	8	**	28	25	9	9	49	16
	9%	8%	9%	11%	10%	8%	9%	10%	9%	9%	**	9%	10%	7%	7%	**	13%	10%	7%	6%	7%	16%
																	rs				t	
TOTAL DIFFICULT	195	47	55	80	45	34	67	50	87	108	**	91	58	17	20	**	63	67	32	27	141	32
	24%	23%	20%	30%	25%	23%	23%	25%	22%	26%	**	24%	22%	21%	20%	**	29%	26%	24%	16%	22%	34%
				b													s	s			t	
Don't know	59	15	21	14	16	11	25	7	24	35	**	20	18	10	15	**	13	11	11	19	48	9
	7%	8%	8%	5%	9%	8%	9%	4%	6%	8%	**	5%	7%	12%	15%	**	6%	4%	8%	12%	7%	9%
					g		g							kl	kl				pq			

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 241**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ca. How easy or difficult was it/ do you think it would be to change the supplier of your WHOLE PACKAGE of services? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Very easy	223	28	24	34	89
	28%	33%	31%	21%	29%
		c			
Fairly easy	333	36	26	64	128
	41%	41%	35%	41%	42%
TOTAL EASY	555	64	50	98	216
	69%	74%	66%	62%	71%
				c	
Fairly difficult	120	9	13	35	41
	15%	10%	17%	22%	13%
				ad	
Very difficult	74	5	4	13	33
	9%	6%	6%	8%	11%
TOTAL DIFFICULT	195	14	17	48	73
	24%	16%	23%	31%	24%
				a	
Don't know	59	9	8	11	13
	7%	10%	11%	7%	4%
		d	d		

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 242**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ca. How easy or difficult was it/ do you think it would be to change the supplier of your WHOLE PACKAGE of services? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed their bundle service provider

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total			LL & BB	LL & TV & BB	BROAD-		TV	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		YES	NO			LINE	BAND						LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	~k	~l	~m	~n	o	~p	~q	r	s	~t	u
Unweighted total	686	410	276	295	262	624	596	361	51	343	259	84	-	-	-	686	-	-	130	548	80	570
Effective Weighted Sample	480	296	186	230	191	474	425	268	26	234	184	61	-	-	-	480	-	-	77	412	47	412
Total	460	266	194	183	177	405	390	246	47	224	178	58	-	-	-	460	-	-	102	353	63	372
Very easy	124	70	55	55	45	113	101	67	**	84	30	**	-	-	-	124	-	-	16	107	**	103
	27%	26%	28%	30%	25%	28%	26%	27%	**	38%	17%	**	-%	-%	-%	27%	-%	-%	16%	30%	**	28%
Fairly easy	180	113	67	69	76	162	156	102	**	78	82	**	-	-	-	180	-	-	43	137	**	143
	39%	42%	35%	38%	43%	40%	40%	41%	**	35%	46%	**	-%	-%	-%	39%	-%	-%	42%	39%	**	38%
TOTAL EASY	304	183	121	124	120	275	256	169	**	162	112	**	-	-	-	304	-	-	59	244	**	246
	66%	69%	63%	68%	68%	68%	66%	69%	**	72%	63%	**	-%	-%	-%	66%	-%	-%	58%	69%	**	66%
Fairly difficult	68	38	30	25	28	57	57	34	**	21	36	**	-	-	-	68	-	-	21	47	**	49
	15%	14%	15%	14%	16%	14%	15%	14%	**	9%	20%	**	-%	-%	-%	15%	-%	-%	21%	13%	**	13%
Very difficult	45	24	21	14	18	37	40	24	**	22	14	**	-	-	-	45	-	-	14	32	**	38
	10%	9%	11%	7%	10%	9%	10%	10%	**	10%	8%	**	-%	-%	-%	10%	-%	-%	13%	9%	**	10%
TOTAL DIFFICULT	113	63	51	39	46	93	97	58	**	43	49	**	-	-	-	113	-	-	35	79	**	88
	25%	23%	26%	21%	26%	23%	25%	24%	**	19%	28%	**	-%	-%	-%	25%	-%	-%	34%	22%	**	24%
Don't know	43	21	21	20	11	37	36	19	**	19	17	**	-	-	-	43	-	-	8	31	**	39
	9%	8%	11%	11%	6%	9%	9%	8%	**	9%	9%	**	-%	-%	-%	9%	-%	-%	8%	9%	**	10%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 242**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ca. How easy or difficult was it/ do you think it would be to change the supplier of your WHOLE PACKAGE of services? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed their bundle service provider

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED ~g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 ~m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL ~u
Significance Level: 95%																						
Unweighted total	686	181	234	204	217	147	239	83	347	339	16	240	308	90	116	26	152	166	176	150	558	86
Effective Weighted Sample	480	126	162	139	177	101	166	51	260	224	15	217	295	85	109	24	127	104	107	135	398	72
Total	460	120	163	136	127	107	166	61	226	234	45	210	135	50	65	15	104	136	81	115	367	51
Very easy	124	37	41	32	29	28	55	**	69	55	**	58	38	**	16	**	24	25	24	40	102	**
	27%	31%	25%	23%	23%	26%	33%	**	30%	24%	**	28%	28%	**	25%	**	23%	18%	30%	34%	28%	**
							d												q	pq		
Fairly easy	180	43	74	50	51	44	55	**	90	90	**	82	56	**	23	**	38	62	31	43	152	**
	39%	36%	45%	36%	40%	41%	33%	**	40%	38%	**	39%	41%	**	35%	**	36%	46%	38%	37%	41%	**
TOTAL EASY	304	80	115	81	80	72	110	**	159	145	**	140	94	**	39	**	62	87	55	82	254	**
	66%	67%	70%	60%	63%	67%	66%	**	70%	62%	**	67%	70%	**	60%	**	60%	64%	68%	71%	69%	**
																			p			
Fairly difficult	68	17	17	31	19	15	21	**	29	39	**	32	18	**	8	**	19	26	13	11	51	**
	15%	14%	10%	23%	15%	14%	13%	**	13%	17%	**	15%	14%	**	12%	**	18%	19%	16%	9%	14%	**
				b													s	s				
Very difficult	45	12	16	15	14	10	17	**	21	24	**	25	12	**	4	**	14	16	5	7	29	**
	10%	10%	10%	11%	11%	9%	10%	**	9%	10%	**	12%	9%	**	6%	**	14%	12%	6%	6%	8%	**
																	rs					
TOTAL DIFFICULT	113	29	33	46	34	25	38	**	50	63	**	57	31	**	12	**	33	43	17	18	79	**
	25%	24%	20%	34%	26%	24%	23%	**	22%	27%	**	27%	23%	**	18%	**	32%	31%	22%	16%	22%	**
				b													s	s				
Don't know	43	11	16	9	14	10	17	**	17	25	**	12	11	**	14	**	9	6	8	15	33	**
	9%	9%	10%	7%	11%	9%	10%	**	8%	11%	**	6%	8%	**	22%	**	9%	5%	10%	13%	9%	**
															kl				q			

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 242**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ca. How easy or difficult was it/ do you think it would be to change the supplier of your WHOLE PACKAGE of services? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed their bundle service provider

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	c	d
Unweighted total	686	82	82	138	208
Effective Weighted Sample	480	66	60	82	160
Total	460	58	52	97	140
Very easy	124	**	**	21	35
	27%	**	**	22%	25%
Fairly easy	180	**	**	38	56
	39%	**	**	40%	40%
TOTAL EASY	304	**	**	60	91
	66%	**	**	62%	65%
Fairly difficult	68	**	**	19	23
	15%	**	**	19%	17%
Very difficult	45	**	**	9	17
	10%	**	**	10%	12%
TOTAL DIFFICULT	113	**	**	28	41
	25%	**	**	29%	29%
Don't know	43	**	**	9	8
	9%	**	**	9%	6%

Columns Tested: a,b,c,d



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 243**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ca. How easy or difficult was it/ do you think it would be to change the supplier of your WHOLE PACKAGE of services? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed their DISCOUNTED bundle service provider

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB	LL & TV & BB	BROAD-LINE		TV	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND						LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	~b	c	d	e	f	g	~h	i	j	~k	~l	~m	~n	o	~p	~q	~r	s	~t	u
Unweighted total	410	410	-	168	180	379	367	228	29	223	147	40	-	-	-	410	-	-	64	340	48	346
Effective Weighted Sample	296	296	-	126	135	287	266	170	18	157	107	34	-	-	-	296	-	-	42	256	32	255
Total	266	266	-	102	118	240	236	153	24	140	101	25	-	-	-	266	-	-	50	212	36	218
Very easy	70	70	-	28	33	66	60	41	**	51	12	**	-	-	-	70	-	-	**	59	**	55
	26%	26%	-%	28%	28%	27%	25%	27%	**	36%	12%	**	-%	-%	-%	26%	-%	-%	**	28%	**	25%
Fairly easy	113	113	-	41	52	102	101	67	**	48	57	**	-	-	-	113	-	-	**	90	**	91
	42%	42%	-%	41%	44%	42%	43%	44%	**	34%	56%	**	-%	-%	-%	42%	-%	-%	**	42%	**	42%
TOTAL EASY	183	183	-	70	85	167	161	108	**	99	69	**	-	-	-	183	-	-	**	149	**	146
	69%	69%	-%	69%	72%	70%	68%	71%	**	71%	68%	**	-%	-%	-%	69%	-%	-%	**	70%	**	67%
Fairly difficult	38	38	-	15	18	36	36	21	**	15	21	**	-	-	-	38	-	-	**	29	**	31
	14%	14%	-%	15%	15%	15%	15%	14%	**	10%	20%	**	-%	-%	-%	14%	-%	-%	**	14%	**	14%
Very difficult	24	24	-	8	10	21	21	14	**	12	6	**	-	-	-	24	-	-	**	22	**	21
	9%	9%	-%	8%	8%	9%	9%	9%	**	9%	6%	**	-%	-%	-%	9%	-%	-%	**	10%	**	10%
TOTAL DIFFICULT	63	63	-	23	28	57	57	36	**	27	27	**	-	-	-	63	-	-	**	51	**	53
	23%	23%	-%	22%	24%	24%	24%	23%	**	19%	27%	**	-%	-%	-%	23%	-%	-%	**	24%	**	24%
Don't know	21	21	-	9	5	16	18	9	**	14	5	**	-	-	-	21	-	-	**	13	**	19
	8%	8%	-%	9%	4%	7%	7%	6%	**	10%	5%	**	-%	-%	-%	8%	-%	-%	**	6%	**	9%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 243**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ca. How easy or difficult was it/ do you think it would be to change the supplier of your WHOLE PACKAGE of services? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed their DISCOUNTED bundle service provider

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX			GENDER		AGE							SOCIAL GRADE				URBANITY	
		UNDER	£30-		INAC-		INTER-			16-24	25-44	45-64	65-74	65+	75+		AB	C1	C2	DE	URBAN	RURAL
		£30 a	£49 b	£50+ c	TIVE d	PASSIVE ~e	ESTED f	ENG- AGED ~g	MALE h	FEMALE i	~j	k	l	~m	~n	~o	~p	q	r	~s	t	~u
Significance Level: 95%																						
Unweighted total	410	122	134	122	124	99	139	48	224	186	9	139	195	53	64	11	91	102	111	82	331	57
Effective Weighted Sample	296	97	90	87	102	70	98	33	164	132	9	124	187	49	60	10	79	70	61	73	238	47
Total	266	74	93	81	71	70	93	33	147	120	23	120	86	28	34	6	61	78	53	62	214	33
Very easy	70	20	24	16	15	**	29	**	44	25	**	31	24	**	**	**	**	15	13	**	55	**
	26%	28%	25%	20%	21%	**	31%	**	30%	21%	**	25%	28%	**	**	**	**	19%	24%	**	26%	**
Fairly easy	113	31	44	34	30	**	33	**	61	52	**	50	37	**	**	**	**	42	22	**	95	**
	42%	43%	47%	41%	42%	**	36%	**	41%	44%	**	42%	43%	**	**	**	**	54%	41%	**	45%	**
TOTAL EASY	183	52	67	50	45	**	62	**	105	78	**	81	62	**	**	**	**	57	35	**	151	**
	69%	70%	72%	61%	63%	**	67%	**	72%	65%	**	68%	72%	**	**	**	**	73%	66%	**	71%	**
Fairly difficult	38	11	9	17	10	**	15	**	21	17	**	20	12	**	**	**	**	11	8	**	30	**
	14%	16%	9%	21%	15%	**	16%	**	14%	15%	**	16%	13%	**	**	**	**	14%	16%	**	14%	**
				b																		
Very difficult	24	3	9	9	10	**	5	**	12	13	**	15	7	**	**	**	**	7	3	**	17	**
	9%	5%	10%	11%	15%	**	5%	**	8%	11%	**	13%	8%	**	**	**	**	9%	6%	**	8%	**
					f																	
TOTAL DIFFICULT	63	15	18	26	21	**	20	**	33	30	**	35	18	**	**	**	**	18	12	**	47	**
	23%	20%	20%	32%	29%	**	22%	**	22%	25%	**	29%	21%	**	**	**	**	22%	22%	**	22%	**
Don't know	21	7	7	5	5	**	11	**	9	12	**	4	6	**	**	**	**	4	7	**	16	**
	8%	10%	8%	7%	7%	**	12%	**	6%	10%	**	3%	7%	**	**	**	**	5%	12%	**	8%	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 243**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7ca. How easy or difficult was it/ do you think it would be to change the supplier of your WHOLE PACKAGE of services? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed their DISCOUNTED bundle service provider

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	d
Unweighted total	410	44	51	81	132
Effective Weighted Sample	296	34	36	50	102
Total	266	28	34	55	90
Very easy	70	**	**	**	19
	26%	**	**	**	21%
Fairly easy	113	**	**	**	41
	42%	**	**	**	46%
TOTAL EASY	183	**	**	**	60
	69%	**	**	**	68%
Fairly difficult	38	**	**	**	15
	14%	**	**	**	16%
Very difficult	24	**	**	**	12
	9%	**	**	**	13%
TOTAL DIFFICULT	63	**	**	**	26
	23%	**	**	**	29%
Don't know	21	**	**	**	3
	8%	**	**	**	3%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 244**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7caa. What was difficult?**

Base : Those who have changed provider for their whole package of services in the last 12 months and found it difficult

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
													LONGER									
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Significance Level: 95%																						
Unweighted total	4	4	-	2	2	4	4	2	-	1	1	2	4	-	4	-	-	4	-	4	-	-
Effective Weighted Sample	4	4	-	2	2	4	4	2	-	1	1	2	4	-	4	-	-	4	-	4	-	-
Total	3	3	-	1	2	3	3	2	-	*	1	2	3	-	3	-	-	3	-	3	-	-
Difficult to get through to the previous supplier to cancel the service	**	**	-	**	**	**	**	**	-	**	**	**	**	-	**	-	-	**	-	**	-	-
	**	**	-%	**	**	**	**	**	-%	**	**	**	**	-%	**	-%	-%	**	-%	**	-%	-%
Technical issues getting the new service up and running	**	**	-	**	**	**	**	**	-	**	**	**	**	-	**	-	-	**	-	**	-	-
	**	**	-%	**	**	**	**	**	-%	**	**	**	**	-%	**	-%	-%	**	-%	**	-%	-%
Knowing what steps you needed to take to switch from one supplier to another	**	**	-	**	**	**	**	**	-	**	**	**	**	-	**	-	-	**	-	**	-	-
	**	**	-%	**	**	**	**	**	-%	**	**	**	**	-%	**	-%	-%	**	-%	**	-%	-%
Having to pay a cancellation or early termination charge to your previous supplier	**	**	-	**	**	**	**	**	-	**	**	**	**	-	**	-	-	**	-	**	-	-
	**	**	-%	**	**	**	**	**	-%	**	**	**	**	-%	**	-%	-%	**	-%	**	-%	-%
Delay in receiving equipment from your current supplier (i.e. the company you switched to)	**	**	-	**	**	**	**	**	-	**	**	**	**	-	**	-	-	**	-	**	-	-
	**	**	-%	**	**	**	**	**	-%	**	**	**	**	-%	**	-%	-%	**	-%	**	-%	-%
Previous supplier kept trying to persuade us to stay	**	**	-	**	**	**	**	**	-	**	**	**	**	-	**	-	-	**	-	**	-	-
	**	**	-%	**	**	**	**	**	-%	**	**	**	**	-%	**	-%	-%	**	-%	**	-%	-%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u																						

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 244**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7caa. What was difficult?**

Base : Those who have changed provider for their whole package of services in the last 12 months and found it difficult

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30-£49 ~b	£50+ ~c	INACTIVE ~d	PASSIVE ~e	INTERESTED ~f	ENGAGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	4	1	-	2	-	-	4	-	-	4	-	3	1	-	-	-	-	3	1	-	4	-
Effective Weighted Sample	4	1	-	2	-	-	4	-	-	4	-	3	1	-	-	-	-	3	1	-	4	-
Total	3	1	-	2	-	-	3	-	-	3	-	3	*	-	-	-	-	2	1	-	3	-
Difficult to get through to the previous supplier to cancel the service	**	**	-	**	-	-	**	-	-	**	-	**	**	-	-	-	-	**	**	-	**	-
	**	**	-%	**	-%	-%	**	-%	-%	**	-%	**	**	-%	-%	-%	-%	**	**	-%	**	-%
Technical issues getting the new service up and running	**	**	-	**	-	-	**	-	-	**	-	**	**	-	-	-	-	**	**	-	**	-
	**	**	-%	**	-%	-%	**	-%	-%	**	-%	**	**	-%	-%	-%	-%	**	**	-%	**	-%
Knowing what steps you needed to take to switch from one supplier to another	**	**	-	**	-	-	**	-	-	**	-	**	**	-	-	-	-	**	**	-	**	-
	**	**	-%	**	-%	-%	**	-%	-%	**	-%	**	**	-%	-%	-%	-%	**	**	-%	**	-%
Having to pay a cancellation or early termination charge to your previous supplier	**	**	-	**	-	-	**	-	-	**	-	**	**	-	-	-	-	**	**	-	**	-
	**	**	-%	**	-%	-%	**	-%	-%	**	-%	**	**	-%	-%	-%	-%	**	**	-%	**	-%
Delay in receiving equipment from your current supplier (i.e. the company you switched to)	**	**	-	**	-	-	**	-	-	**	-	**	**	-	-	-	-	**	**	-	**	-
	**	**	-%	**	-%	-%	**	-%	-%	**	-%	**	**	-%	-%	-%	-%	**	**	-%	**	-%
Previous supplier kept trying to persuade us to stay	**	**	-	**	-	-	**	-	-	**	-	**	**	-	-	-	-	**	**	-	**	-
	**	**	-%	**	-%	-%	**	-%	-%	**	-%	**	**	-%	-%	-%	-%	**	**	-%	**	-%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 244**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7caa. What was difficult?**

Base : Those who have changed provider for their whole package of services in the last 12 months and found it difficult

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	4	-	-	1	3
Effective Weighted Sample	4	-	-	1	3
Total	3	-	-	1	2
Difficult to get through to the previous supplier to cancel the service	**	-	-	**	**
	**	-%	-%	**	**
Technical issues getting the new service up and running	**	-	-	**	**
	**	-%	-%	**	**
Knowing what steps you needed to take to switch from one supplier to another	**	-	-	**	**
	**	-%	-%	**	**
Having to pay a cancellation or early termination charge to your previous supplier	**	-	-	**	**
	**	-%	-%	**	**
Delay in receiving equipment from your current supplier (i.e. the company you switched to)	**	-	-	**	**
	**	-%	-%	**	**
Previous supplier kept trying to persuade us to stay	**	-	-	**	**
	**	-%	-%	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 245**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cb. How easy or difficult was it/ do you think it would be to change the supplier of ONE of the services in your package? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with a bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Very easy	186	123	64	79	68	169	161	100	**	122	52	11	22	66	88	99	**	72	27	159	17	139
	23%	24%	22%	24%	20%	23%	23%	23%	**	32%	16%	11%	28%	24%	25%	21%	**	25%	14%	26%	14%	25%
										jk									r		t	
Fairly easy	298	199	98	119	126	271	268	161	**	124	139	34	32	119	151	146	**	126	72	225	54	198
	37%	39%	33%	36%	38%	37%	37%	37%	**	33%	43%	33%	42%	44%	43%	32%	**	44%	38%	37%	44%	35%
										i				o	o							
TOTAL EASY	484	322	162	198	193	440	429	261	**	247	191	45	54	185	239	245	**	197	99	384	71	338
	60%	63%	55%	60%	58%	59%	60%	60%	**	65%	59%	44%	70%	68%	68%	53%	**	69%	53%	62%	58%	59%
		b								k	k		o	o	o				r			
Fairly difficult	149	92	58	64	69	139	136	78	**	55	65	29	9	39	48	101	**	40	48	99	28	99
	18%	18%	20%	19%	21%	19%	19%	18%	**	15%	20%	28%	12%	14%	14%	22%	**	14%	26%	16%	23%	17%
										i	i					lmn			s			
Very difficult	90	56	35	34	37	79	75	45	**	38	33	19	7	28	35	56	**	26	28	63	19	61
	11%	11%	12%	10%	11%	11%	11%	10%	**	10%	10%	19%	10%	10%	10%	12%	**	9%	15%	10%	16%	11%
										ij												
TOTAL DIFFICULT	240	147	93	97	105	218	211	123	**	94	98	48	17	67	83	157	**	66	76	162	47	160
	30%	29%	31%	29%	32%	29%	30%	29%	**	25%	30%	47%	22%	24%	24%	34%	**	23%	41%	26%	39%	28%
										ij						lmn			s		u	
Don't know	85	45	40	37	34	82	75	48	**	40	35	10	7	20	27	59	**	20	12	69	4	70
	11%	9%	14%	11%	10%	11%	10%	11%	**	11%	11%	10%	9%	7%	8%	13%	**	7%	7%	11%	3%	12%
			a													mn					t	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 245**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cb. How easy or difficult was it/ do you think it would be to change the supplier of ONE of the services in your package? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with a bundle of services, where the bill is paid within the household

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%	Total																					
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Very easy	186	53	65	55	32	35	72	47	104	83	**	98	57	14	19	**	50	47	35	41	155	17
	23%	26%	24%	21%	18%	24%	25%	24%	27%	20%	**	26%	22%	17%	19%	**	23%	19%	26%	25%	24%	17%
									i			m										
Fairly easy	298	68	114	98	58	54	109	76	135	163	**	134	100	29	34	**	79	99	51	53	242	37
	37%	33%	41%	37%	33%	38%	38%	38%	35%	39%	**	36%	38%	35%	33%	**	37%	39%	37%	33%	37%	39%
TOTAL EASY	484	122	179	153	91	89	181	123	238	246	**	232	157	43	53	**	130	147	86	95	397	53
	60%	59%	65%	57%	51%	62%	63%	62%	61%	59%	**	62%	61%	52%	53%	**	60%	58%	63%	58%	61%	56%
						d	d	d				mn										
Fairly difficult	149	41	44	57	35	29	51	34	68	81	**	69	52	11	11	**	37	57	28	24	113	15
	18%	20%	16%	21%	19%	20%	18%	17%	17%	19%	**	18%	20%	13%	11%	**	17%	23%	20%	15%	17%	16%
												n	n					s				
Very difficult	90	19	30	33	22	16	24	29	49	42	**	43	25	8	9	**	30	34	12	12	68	14
	11%	9%	11%	12%	12%	11%	8%	15%	12%	10%	**	12%	10%	10%	9%	**	14%	13%	9%	7%	11%	15%
								f									s	s				
TOTAL DIFFICULT	240	60	73	89	57	45	75	63	117	123	**	112	77	19	20	**	66	92	39	36	182	30
	30%	29%	26%	33%	32%	31%	26%	32%	30%	29%	**	30%	30%	23%	20%	**	31%	36%	29%	22%	28%	31%
												n	n				s	s				
Don't know	85	23	24	24	32	9	34	11	35	50	**	30	25	21	28	**	20	15	11	32	70	12
	11%	11%	9%	9%	18%	7%	12%	6%	9%	12%	**	8%	10%	25%	28%	**	9%	6%	8%	20%	11%	13%
					efg		g							kl	kl					pqr		

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 245**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cb. How easy or difficult was it/ do you think it would be to change the supplier of ONE of the services in your package? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Very easy	186	26	18	34	75
	23%	30%	24%	21%	25%
Fairly easy	298	28	23	58	117
	37%	32%	31%	37%	38%
TOTAL EASY	484	54	41	92	191
	60%	62%	54%	58%	63%
Fairly difficult	149	9	16	37	53
	18%	11%	21%	23%	18%
				a	
Very difficult	90	10	7	19	39
	11%	11%	10%	12%	13%
TOTAL DIFFICULT	240	19	23	55	92
	30%	22%	30%	35%	30%
				a	
Don't know	85	14	11	11	20
	11%	16%	15%	7%	7%
		cd	cd		

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 246**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cb. How easy or difficult was it/ do you think it would be to change the supplier of ONE of the services in your package? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with a bundle of services, where the bill is paid within the household

		EVER SWITCHED BUNDLE NOT MOVINBG		
		LL NOT FBB	FBB NOT LL	LL AND FBB
Significance Level: 95%	Total	~a	~b	c
Unweighted total	1237	28	13	408
Effective Weighted Sample	909	24	9	327
Total	809	18	11	252
Very easy	186	**	**	65
	23%	**	**	26%
Fairly easy	298	**	**	110
	37%	**	**	44%
TOTAL EASY	484	**	**	175
	60%	**	**	69%
Fairly difficult	149	**	**	36
	18%	**	**	14%
Very difficult	90	**	**	22
	11%	**	**	9%
TOTAL DIFFICULT	240	**	**	58
	30%	**	**	23%
Don't know	85	**	**	19
	11%	**	**	8%

Columns Tested: a,b,c

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 247**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cb. How easy or difficult was it/ do you think it would be to change the supplier of ONE of the services in your package? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-			MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	~b	c	d	e	f	g	~h	i	j	~k	~l	m	n	o	~p	q	r	s	t	u
Unweighted total	795	795	-	333	348	755	726	427	69	408	303	82	94	291	385	410	62	321	151	634	107	562
Effective Weighted Sample	603	603	-	256	275	592	551	336	44	300	237	66	75	235	309	296	50	258	106	492	76	433
Total	514	514	-	201	234	480	466	287	48	260	202	51	61	187	248	266	42	204	104	404	79	352
Very easy	123	123	-	50	51	114	108	69	**	87	31	**	**	47	66	57	**	54	20	103	13	86
	24%	24%	-%	25%	22%	24%	23%	24%	**	33%	15%	**	**	25%	27%	21%	**	26%	19%	25%	16%	24%
Fairly easy	199	199	-	74	92	183	185	111	**	84	96	**	**	81	107	93	**	87	43	156	36	132
	39%	39%	-%	37%	40%	38%	40%	39%	**	32%	48%	**	**	43%	43%	35%	**	43%	41%	39%	46%	37%
TOTAL EASY	322	322	-	124	144	296	293	180	**	171	127	**	**	128	173	149	**	142	62	258	49	218
	63%	63%	-%	61%	62%	62%	63%	63%	**	66%	63%	**	**	69%	70%	56%	**	69%	60%	64%	62%	62%
Fairly difficult	92	92	-	38	45	89	83	51	**	37	41	**	**	26	34	58	**	28	24	65	18	59
	18%	18%	-%	19%	19%	19%	18%	18%	**	14%	20%	**	**	14%	14%	22%	**	14%	23%	16%	22%	17%
Very difficult	56	56	-	20	24	51	50	31	**	28	19	**	**	17	22	34	**	19	12	43	9	41
	11%	11%	-%	10%	10%	11%	11%	11%	**	11%	9%	**	**	9%	9%	13%	**	9%	12%	11%	11%	12%
TOTAL DIFFICULT	147	147	-	58	69	140	132	82	**	64	60	**	**	44	55	92	**	47	37	108	27	100
	29%	29%	-%	29%	30%	29%	28%	29%	**	25%	30%	**	**	23%	22%	34%	**	23%	35%	27%	34%	28%
Don't know	45	45	-	20	21	44	41	25	**	25	15	**	**	14	20	26	**	16	5	37	3	34
	9%	9%	-%	10%	9%	9%	9%	9%	**	9%	8%	**	**	8%	8%	10%	**	8%	5%	9%	4%	10%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 247**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cb. How easy or difficult was it/ do you think it would be to change the supplier of ONE of the services in your package? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY		
		UNDER	£30-	£30-	£50+	INAC-	PASSIVE	INTER-	ENG-	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30 a	£49 b	£50+ c	TIVE d	e	ESTED f	AGED g	h	i	~j	k	l	~m	~n	~o	p	q	r	s	t	~u	
Significance Level: 95%	Total																						
Unweighted total	795	218	274	252	180	139	283	193	415	380	13	287	393	81	94	13	206	229	193	127	652	99	
Effective Weighted Sample	603	179	196	192	151	100	212	149	316	288	13	262	378	77	89	12	176	169	117	113	504	70	
Total	514	130	179	176	103	97	182	133	261	253	33	248	173	45	52	7	146	161	90	94	418	63	
Very easy	123	35	43	37	19	21	43	39	69	53	**	66	40	**	**	**	34	33	22	27	101	**	
	24%	27%	24%	21%	19%	22%	24%	30% d	27%	21%	**	27%	23%	**	**	**	24%	21%	24%	29%	24%	**	
Fairly easy	199	43	81	69	33	40	78	49	95	104	**	92	68	**	**	**	56	69	38	28	164	**	
	39%	33%	45% a	39%	32%	41%	43% d	37%	36%	41%	**	37%	39%	**	**	**	39%	43% s	42%	30%	39%	**	
TOTAL EASY	322	78	124	106	52	61	121	88	164	158	**	158	108	**	**	**	91	102	59	55	265	**	
	63%	60%	69%	60%	51%	63%	67% d	66% d	63%	62%	**	64%	62%	**	**	**	62%	63%	66%	59%	63%	**	
Fairly difficult	92	26	24	39	22	18	28	23	46	45	**	46	35	**	**	**	25	31	17	15	73	**	
	18%	20%	13%	22% b	22%	18%	16%	17%	18%	18%	**	18%	20%	**	**	**	17%	19%	19%	16%	17%	**	
Very difficult	56	10	22	17	14	12	14	15	32	23	**	29	14	**	**	**	20	20	6	7	44	**	
	11%	8%	12%	10%	14%	13%	8%	11%	12%	9%	**	12%	8%	**	**	**	14% r	12%	7%	7%	10%	**	
TOTAL DIFFICULT	147	36	45	56	36	30	43	38	78	69	**	75	49	**	**	**	45	51	23	22	116	**	
	29%	28%	25%	32%	36% f	31%	24%	28%	30%	27%	**	30%	28%	**	**	**	31%	32%	26%	24%	28%	**	
Don't know	45	15	10	14	14	6	18	7	19	26	**	15	17	**	**	**	10	8	8	16	37	**	
	9%	12% b	6%	8%	14% g	6%	10%	5%	7%	10%	**	6%	10%	**	**	**	7%	5%	8%	17% pqr	9%	**	
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																							

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 247**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cb. How easy or difficult was it/ do you think it would be to change the supplier of ONE of the services in your package? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	c	d
Unweighted total	795	72	76	155	313
Effective Weighted Sample	603	57	57	100	254
Total	514	45	49	102	214
Very easy	123	**	**	22	55
	24%	**	**	22%	25%
Fairly easy	199	**	**	41	86
	39%	**	**	40%	40%
TOTAL EASY	322	**	**	63	141
	63%	**	**	62%	66%
Fairly difficult	92	**	**	22	34
	18%	**	**	21%	16%
Very difficult	56	**	**	10	29
	11%	**	**	10%	13%
TOTAL DIFFICULT	147	**	**	31	62
	29%	**	**	31%	29%
Don't know	45	**	**	7	11
	9%	**	**	7%	5%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 248**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cb. How easy or difficult was it/ do you think it would be to change the supplier of ONE of the services in your package? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed their bundle service provider

	RECEIVE BUNDLE DISCOUNT									BUNDLED SERVICES			BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
				BROAD-									LONGER												
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO			
		a	b	c	d	e	f	g	~h	i	j	~k	~l	~m	~n	o	~p	~q	r	s	~t	u			
Significance Level: 95%																									
Unweighted total	686	410	276	295	262	624	596	361	51	343	259	84	-	-	-	686	-	-	130	548	80	570			
Effective Weighted Sample	480	296	186	230	191	474	425	268	26	234	184	61	-	-	-	480	-	-	77	412	47	412			
Total	460	266	194	183	177	405	390	246	47	224	178	58	-	-	-	460	-	-	102	353	63	372			
Very easy	99	57	42	41	31	85	80	53	**	70	23	**	-	-	-	99	-	-	12	86	**	85			
	21%	21%	22%	23%	18%	21%	20%	21%	**	31%	13%	**	-%	-%	-%	21%	-%	-%	12%	24%	**	23%			
									j										r						
Fairly easy	146	93	54	55	60	128	126	82	**	67	65	**	-	-	-	146	-	-	33	113	**	120			
	32%	35%	28%	30%	34%	32%	32%	33%	**	30%	36%	**	-%	-%	-%	32%	-%	-%	32%	32%	**	32%			
TOTAL EASY	245	149	96	96	91	213	206	135	**	138	88	**	-	-	-	245	-	-	46	199	**	204			
	53%	56%	49%	53%	52%	53%	53%	55%	**	61%	49%	**	-%	-%	-%	53%	-%	-%	45%	56%	**	55%			
									j																
Fairly difficult	101	58	43	41	47	92	91	53	**	37	43	**	-	-	-	101	-	-	35	66	**	72			
	22%	22%	22%	23%	26%	23%	23%	21%	**	16%	24%	**	-%	-%	-%	22%	-%	-%	34%	19%	**	19%			
									i										s						
Very difficult	56	34	22	17	21	45	43	29	**	24	22	**	-	-	-	56	-	-	13	42	**	41			
	12%	13%	11%	9%	12%	11%	11%	12%	**	11%	12%	**	-%	-%	-%	12%	-%	-%	13%	12%	**	11%			
TOTAL DIFFICULT	157	92	65	58	68	137	134	81	**	61	65	**	-	-	-	157	-	-	48	108	**	113			
	34%	34%	34%	32%	38%	34%	34%	33%	**	27%	36%	**	-%	-%	-%	34%	-%	-%	47%	31%	**	30%			
									i										s						
Don't know	59	26	33	28	18	55	50	30	**	26	26	**	-	-	-	59	-	-	9	46	**	54			
	13%	10%	17%	15%	10%	14%	13%	12%	**	12%	14%	**	-%	-%	-%	13%	-%	-%	9%	13%	**	15%			
Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u																									

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 248**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cb. How easy or difficult was it/ do you think it would be to change the supplier of ONE of the services in your package? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed their bundle service provider

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30-£49 b	£50+ c	INACTIVE d	PASSIVE e	INTERESTED f	ENGAGED ~g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 ~m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL ~u
Significance Level: 95%	Total																					
Unweighted total	686	181	234	204	217	147	239	83	347	339	16	240	308	90	116	26	152	166	176	150	558	86
Effective Weighted Sample	480	126	162	139	177	101	166	51	260	224	15	217	295	85	109	24	127	104	107	135	398	72
Total	460	120	163	136	127	107	166	61	226	234	45	210	135	50	65	15	104	136	81	115	367	51
Very easy	99 21%	31 26%	35 22%	23 17%	21 16%	26 24%	42 25% d	** **	54 24%	45 19%	** **	51 24%	28 21%	** **	11 17%	** **	20 19%	16 12%	22 27% q	31 27% q	83 23%	** **
Fairly easy	146 32%	32 26%	63 39% a	40 29%	37 29%	38 36%	50 30%	** **	66 29%	80 34%	** **	65 31%	47 35%	** **	19 29%	** **	32 31%	50 37%	26 33%	33 28%	124 34%	** **
TOTAL EASY	245 53%	63 52%	99 60% c	63 46%	57 45%	64 60% d	93 56% d	** **	120 53%	125 54%	** **	115 55%	74 55%	** **	30 46%	** **	52 50%	66 49%	48 60%	63 55%	207 56%	** **
Fairly difficult	101 22%	31 25%	29 18%	36 27%	26 21%	23 22%	36 21%	** **	51 23%	50 21%	** **	46 22%	30 22%	** **	9 14%	** **	24 23%	37 27% s	19 24%	18 15%	70 19%	** **
Very difficult	56 12%	11 9%	17 11%	22 16%	18 14%	12 12%	13 8%	** **	31 14%	25 11%	** **	28 14%	16 12%	** **	4 7%	** **	15 15%	22 16%	6 8%	10 9%	41 11%	** **
TOTAL DIFFICULT	157 34%	42 35%	47 29%	59 43% b	44 35%	36 33%	49 29%	** **	82 36%	75 32%	** **	75 36% n	46 34% n	** **	14 21%	** **	39 38% s	59 44% s	26 32%	28 24%	110 30%	** **
Don't know	59 13%	15 13%	18 11%	15 11%	26 20% e	7 6%	24 15% e	** **	25 11%	34 14%	** **	20 9%	15 11%	** **	22 33% kl	** **	13 12%	10 8%	7 8%	24 21% qr	49 13%	** **

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 248**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cb. How easy or difficult was it/ do you think it would be to change the supplier of ONE of the services in your package? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed their bundle service provider

		<b>HOUSEHOLD INCOME</b>			
		<b>UP TO</b>			
	<b>Total</b>	<b>£11.5K</b>	<b>£11.5K-£17.5K</b>	<b>£17.5K-£29.9K</b>	<b>£30K+</b>
Significance Level: 95%		~a	~b	c	d
Unweighted total	686	82	82	138	208
Effective Weighted Sample	480	66	60	82	160
Total	460	58	52	97	140
Very easy	99	**	**	22	25
	21%	**	**	23%	18%
Fairly easy	146	**	**	29	49
	32%	**	**	30%	35%
TOTAL EASY	245	**	**	51	74
	53%	**	**	53%	53%
Fairly difficult	101	**	**	28	32
	22%	**	**	28%	23%
Very difficult	56	**	**	13	22
	12%	**	**	13%	16%
TOTAL DIFFICULT	157	**	**	40	53
	34%	**	**	41%	38%
Don't know	59	**	**	6	12
	13%	**	**	6%	9%

Columns Tested: a,b,c,d



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 249**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cb. How easy or difficult was it/ do you think it would be to change the supplier of ONE of the services in your package? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed their DISCOUNTED bundle service provider

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-			VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							BAND	TV	MOBILE				LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	~b	c	d	e	f	g	~h	i	j	~k	~l	~m	~n	o	~p	~q	~r	s	~t	u
Unweighted total	410	410	-	168	180	379	367	228	29	223	147	40	-	-	-	410	-	-	64	340	48	346
Effective Weighted Sample	296	296	-	126	135	287	266	170	18	157	107	34	-	-	-	296	-	-	42	256	32	255
Total	266	266	-	102	118	240	236	153	24	140	101	25	-	-	-	266	-	-	50	212	36	218
Very easy	57	57	-	22	26	50	47	34	**	42	12	**	-	-	-	57	-	-	**	48	**	48
	21%	21%	-%	22%	22%	21%	20%	22%	**	30%	12%	**	-%	-%	-%	21%	-%	-%	**	23%	**	22%
Fairly easy	93	93	-	32	41	80	85	54	**	42	44	**	-	-	-	93	-	-	**	73	**	77
	35%	35%	-%	32%	35%	33%	36%	35%	**	30%	43%	**	-%	-%	-%	35%	-%	-%	**	34%	**	35%
TOTAL EASY	149	149	-	54	67	130	132	87	**	84	55	**	-	-	-	149	-	-	**	121	**	125
	56%	56%	-%	53%	57%	54%	56%	57%	**	60%	55%	**	-%	-%	-%	56%	-%	-%	**	57%	**	57%
Fairly difficult	58	58	-	25	29	56	53	32	**	24	26	**	-	-	-	58	-	-	**	41	**	42
	22%	22%	-%	24%	24%	23%	22%	21%	**	17%	26%	**	-%	-%	-%	22%	-%	-%	**	19%	**	19%
Very difficult	34	34	-	10	14	30	29	21	**	18	10	**	-	-	-	34	-	-	**	30	**	29
	13%	13%	-%	10%	12%	12%	12%	14%	**	13%	10%	**	-%	-%	-%	13%	-%	-%	**	14%	**	13%
TOTAL DIFFICULT	92	92	-	34	43	86	82	53	**	42	37	**	-	-	-	92	-	-	**	71	**	71
	34%	34%	-%	34%	36%	36%	35%	35%	**	30%	36%	**	-%	-%	-%	34%	-%	-%	**	34%	**	32%
Don't know	26	26	-	13	8	24	22	12	**	14	9	**	-	-	-	26	-	-	**	20	**	22
	10%	10%	-%	13%	7%	10%	9%	8%	**	10%	9%	**	-%	-%	-%	10%	-%	-%	**	9%	**	10%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 249**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cb. How easy or difficult was it/ do you think it would be to change the supplier of ONE of the services in your package? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed their DISCOUNTED bundle service provider

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE ~e	INTER- ESTED f	ENG- AGED ~g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 q	C2 r	DE ~s	URBAN t	RURAL ~u
Significance Level: 95%																						
Unweighted total	410	122	134	122	124	99	139	48	224	186	9	139	195	53	64	11	91	102	111	82	331	57
Effective Weighted Sample	296	97	90	87	102	70	98	33	164	132	9	124	187	49	60	10	79	70	61	73	238	47
Total	266	74	93	81	71	70	93	33	147	120	23	120	86	28	34	6	61	78	53	62	214	33
Very easy	57	19	19	13	12	**	23	**	34	22	**	27	18	**	**	**	**	9	14	**	45	**
	21%	26%	21%	16%	17%	**	24%	**	23%	19%	**	23%	21%	**	**	**	**	11%	26%	**	21%	**
Fairly easy	93	18	43	27	20	**	34	**	46	47	**	40	30	**	**	**	**	36	17	**	80	**
	35%	25%	46%	33%	29%	**	36%	**	31%	39%	**	33%	35%	**	**	**	**	46%	32%	**	37%	**
			a																			
TOTAL EASY	149	38	62	40	32	**	57	**	80	69	**	67	49	**	**	**	**	45	31	**	125	**
	56%	51%	67%	49%	45%	**	61%	**	55%	58%	**	56%	57%	**	**	**	**	57%	58%	**	58%	**
			ac				d															
Fairly difficult	58	19	13	24	16	**	17	**	35	23	**	28	19	**	**	**	**	17	13	**	43	**
	22%	26%	14%	30%	23%	**	19%	**	24%	19%	**	23%	22%	**	**	**	**	22%	24%	**	20%	**
		b		b																		
Very difficult	34	8	13	10	12	**	8	**	19	14	**	18	9	**	**	**	**	12	4	**	25	**
	13%	11%	14%	12%	17%	**	9%	**	13%	12%	**	15%	11%	**	**	**	**	15%	8%	**	12%	**
TOTAL DIFFICULT	92	27	26	34	28	**	26	**	55	37	**	46	28	**	**	**	**	29	17	**	68	**
	34%	37%	28%	42%	40%	**	28%	**	37%	31%	**	38%	33%	**	**	**	**	38%	33%	**	32%	**
Don't know	26	9	5	8	10	**	11	**	12	14	**	7	9	**	**	**	**	4	5	**	21	**
	10%	12%	5%	10%	14%	**	12%	**	8%	11%	**	6%	11%	**	**	**	**	5%	9%	**	10%	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 249**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cb. How easy or difficult was it/ do you think it would be to change the supplier of ONE of the services in your package? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have never changed their DISCOUNTED bundle service provider

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	d
Unweighted total	410	44	51	81	132
Effective Weighted Sample	296	34	36	50	102
Total	266	28	34	55	90
Very easy	57	**	**	**	14
	21%	**	**	**	15%
Fairly easy	93	**	**	**	35
	35%	**	**	**	39%
TOTAL EASY	149	**	**	**	48
	56%	**	**	**	54%
Fairly difficult	58	**	**	**	19
	22%	**	**	**	21%
Very difficult	34	**	**	**	17
	13%	**	**	**	19%
TOTAL DIFFICULT	92	**	**	**	36
	34%	**	**	**	40%
Don't know	26	**	**	**	5
	10%	**	**	**	6%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 250**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cba. What was difficult?**

Base : Those who have changed provider for any of the services in their bundle in the last 12 months and found it difficult

		RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Significance Level: 95%																						
Unweighted total	18	12	6	7	11	18	17	11	-	4	9	5	18	-	18	-	2	16	5	13	-	-
Effective Weighted Sample	12	8	5	4	9	12	11	9	-	3	8	5	12	-	12	-	2	11	4	9	-	-
Total	14	11	3	7	8	14	13	8	-	5	6	3	14	-	14	-	1	13	3	11	-	-
Technical issues getting the new service up and running	**	**	**	**	**	**	**	**	-	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Difficult to get through to the previous supplier to cancel the service	**	**	**	**	**	**	**	**	-	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Getting your previous supplier to provide you with any information that you needed to be able to switch to another supplier	**	**	**	**	**	**	**	**	-	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Delay in receiving equipment from your current supplier (i.e. the company you switched to)	**	**	**	**	**	**	**	**	-	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Comparing the different offers available for packages when looking to switch	**	**	**	**	**	**	**	**	-	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 250**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cba. What was difficult?**

Base : Those who have changed provider for any of the services in their bundle in the last 12 months and found it difficult

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Significance Level: 95%																						
Unweighted total	18	12	6	7	11	18	17	11	-	4	9	5	18	-	18	-	2	16	5	13	-	-
Effective Weighted Sample	12	8	5	4	9	12	11	9	-	3	8	5	12	-	12	-	2	11	4	9	-	-
Total	14	11	3	7	8	14	13	8	-	5	6	3	14	-	14	-	1	13	3	11	-	-
Comparing the different combination of services available in different packages/ bundles when looking to switch	**	**	**	**	**	**	**	**	-	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Temporary loss or disruption of your internet service during the switch	**	**	**	**	**	**	**	**	-	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Previous supplier kept sending bills for the cancelled service	**	**	**	**	**	**	**	**	-	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Having to pay more than one company to provide a service, to make sure you didn't lose that service	**	**	**	**	**	**	**	**	-	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%
Having to pay a cancellation or early termination charge to your previous supplier	**	**	**	**	**	**	**	**	-	**	**	**	**	-	**	-	**	**	**	**	-	-
	**	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 250**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cba. What was difficult?**

Base : Those who have changed provider for any of the services in their bundle in the last 12 months and found it difficult

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-			MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	
						LINE	BAND	TV					LAST YEAR	AGO	EVER	NEVER							
																							~a
Significance Level: 95%																							
Unweighted total	18	12	6	7	11	18	17	11	-	4	9	5	18	-	18	-	2	16	5	13	-	-	
Effective Weighted Sample	12	8	5	4	9	12	11	9	-	3	8	5	12	-	12	-	2	11	4	9	-	-	
Total	14	11	3	7	8	14	13	8	-	5	6	3	14	-	14	-	1	13	3	11	-	-	
Keeping your phone number	**	**	**	**	**	**	**	**	-	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	
Other	**	**	**	**	**	**	**	**	-	**	**	**	**	-	**	-	**	**	**	**	-	-	
	**	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	-%	**	**	**	**	-%	-%	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 250**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cba. What was difficult?**

Base : Those who have changed provider for any of the services in their bundle in the last 12 months and found it difficult

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	18	4	6	8	2	-	5	11	8	10	1	7	8	2	2	-	6	7	2	3	14	2
Effective Weighted Sample	12	3	3	7	2	-	4	8	7	7	1	7	8	2	2	-	5	4	2	3	12	1
Total	14	3	6	6	1	-	3	10	5	9	3	7	4	1	1	-	4	6	1	2	9	3
Technical issues getting the new service up and running	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Difficult to get through to the previous supplier to cancel the service	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Getting your previous supplier to provide you with any information that you needed to be able to switch to another supplier	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Delay in receiving equipment from your current supplier (i.e. the company you switched to)	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Comparing the different offers available for packages when looking to switch	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 250**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cba. What was difficult?**

Base : Those who have changed provider for any of the services in their bundle in the last 12 months and found it difficult

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	18	4	6	8	2	-	5	11	8	10	1	7	8	2	2	-	6	7	2	3	14	2
Effective Weighted Sample	12	3	3	7	2	-	4	8	7	7	1	7	8	2	2	-	5	4	2	3	12	1
Total	14	3	6	6	1	-	3	10	5	9	3	7	4	1	1	-	4	6	1	2	9	3
Comparing the different combination of services available in different packages/ bundles when looking to switch	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Temporary loss or disruption of your internet service during the switch	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Previous supplier kept sending bills for the cancelled service	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Having to pay more than one company to provide a service, to make sure you didn't lose that service	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Having to pay a cancellation or early termination charge to your previous supplier	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 250**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cba. What was difficult?**

Base : Those who have changed provider for any of the services in their bundle in the last 12 months and found it difficult

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	18	4	6	8	2	-	5	11	8	10	1	7	8	2	2	-	6	7	2	3	14	2
Effective Weighted Sample	12	3	3	7	2	-	4	8	7	7	1	7	8	2	2	-	5	4	2	3	12	1
Total	14	3	6	6	1	-	3	10	5	9	3	7	4	1	1	-	4	6	1	2	9	3
Keeping your phone number	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Other	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 250**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cba. What was difficult?**

Base : Those who have changed provider for any of the services in their bundle in the last 12 months and found it difficult

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	18	2	2	3	9
Effective Weighted Sample	12	2	2	2	8
Total	14	2	2	3	6
Technical issues getting the new service up and running	**	**	**	**	**
	**	**	**	**	**
Difficult to get through to the previous supplier to cancel the service	**	**	**	**	**
	**	**	**	**	**
Getting your previous supplier to provide you with any information that you needed to be able to switch to another supplier	**	**	**	**	**
	**	**	**	**	**
Delay in receiving equipment from your current supplier (i.e. the company you switched to)	**	**	**	**	**
	**	**	**	**	**
Comparing the different offers available for packages when looking to switch	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 250**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cba. What was difficult?**

Base : Those who have changed provider for any of the services in their bundle in the last 12 months and found it difficult

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	18	2	2	3	9
Effective Weighted Sample	12	2	2	2	8
Total	14	2	2	3	6
Comparing the different combination of services available in different packages/ bundles when looking to switch	**	**	**	**	**
	**	**	**	**	**
Temporary loss or disruption of your internet service during the switch	**	**	**	**	**
	**	**	**	**	**
Previous supplier kept sending bills for the cancelled service	**	**	**	**	**
	**	**	**	**	**
Having to pay more than one company to provide a service, to make sure you didn't lose that service	**	**	**	**	**
	**	**	**	**	**
Having to pay a cancellation or early termination charge to your previous supplier	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 250**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7cba. What was difficult?**

Base : Those who have changed provider for any of the services in their bundle in the last 12 months and found it difficult

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	18	2	2	3	9
Effective Weighted Sample	12	2	2	2	8
Total	14	2	2	3	6
Keeping your phone number	**	**	**	**	**
	**	**	**	**	**
Other	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 251**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7da. Thinking about when you switched your whole package of services/ ONE of the services in your package, did you experience any difficulties with any of the following?**

Base : Those who have changed provider for their whole package of services/ any of the services in their package in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		
					LL & TV & BB	BROAD-							LONGER										
	Total	YES	NO	LL & BB	TV & BB	LAND-LINE	BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	
		~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	n	~o	~p	q	~r	s	~t	~u	
Significance Level: 95%																							
Unweighted total	122	94	28	55	50	120	112	60	13	62	45	15	122	-	122	-	20	102	21	101	-	-	
Effective Weighted Sample	99	75	25	42	43	97	90	52	12	48	39	14	99	-	99	-	17	82	19	81	-	-	
Total	77	61	16	36	32	76	70	38	7	41	26	10	77	-	77	-	13	64	12	65	-	-	
Previous supplier kept trying to persuade us to stay	17	**	**	**	**	17	16	**	**	**	**	**	17	-	17	-	**	16	**	13	-	-	
	22%	**	**	**	**	22%	23%	**	**	**	**	**	22%	-%	22%	-%	**	26%	**	20%	-%	-%	
Arranging for the old and new services to stop and start at the right time	14	**	**	**	**	14	13	**	**	**	**	**	14	-	14	-	**	12	**	12	-	-	
	18%	**	**	**	**	18%	18%	**	**	**	**	**	18%	-%	18%	-%	**	19%	**	18%	-%	-%	
Difficult to get through to the previous supplier to cancel the service	14	**	**	**	**	14	14	**	**	**	**	**	14	-	14	-	**	11	**	12	-	-	
	18%	**	**	**	**	19%	20%	**	**	**	**	**	18%	-%	18%	-%	**	18%	**	19%	-%	-%	
Temporary loss or disruption of your internet service during the switch	13	**	**	**	**	13	12	**	**	**	**	**	13	-	13	-	**	13	**	11	-	-	
	17%	**	**	**	**	17%	17%	**	**	**	**	**	17%	-%	17%	-%	**	20%	**	18%	-%	-%	
Previous supplier kept sending bills for the cancelled service	10	**	**	**	**	10	10	**	**	**	**	**	10	-	10	-	**	8	**	8	-	-	
	13%	**	**	**	**	13%	14%	**	**	**	**	**	13%	-%	13%	-%	**	12%	**	13%	-%	-%	
Technical issues getting the new service up and running	8	**	**	**	**	8	8	**	**	**	**	**	8	-	8	-	**	8	**	5	-	-	
	11%	**	**	**	**	11%	12%	**	**	**	**	**	11%	-%	11%	-%	**	12%	**	7%	-%	-%	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 251**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7da. Thinking about when you switched your whole package of services/ ONE of the services in your package, did you experience any difficulties with any of the following?**

Base : Those who have changed provider for their whole package of services/ any of the services in their package in the last 12 months

		RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	n	~o	~p	q	~r	s	~t	~u
Significance Level: 95%																						
Unweighted total	122	94	28	55	50	120	112	60	13	62	45	15	122	-	122	-	20	102	21	101	-	-
Effective Weighted Sample	99	75	25	42	43	97	90	52	12	48	39	14	99	-	99	-	17	82	19	81	-	-
Total	77	61	16	36	32	76	70	38	7	41	26	10	77	-	77	-	13	64	12	65	-	-
Temporary loss or disruption of your landline service during the switch	8	**	**	**	**	8	6	**	**	**	**	**	8	-	8	-	**	6	**	6	-	-
	10%	**	**	**	**	10%	9%	**	**	**	**	**	10%	-%	10%	-%	**	10%	**	9%	-%	-%
Having to pay a cancellation or early termination charge to your previous supplier	8	**	**	**	**	8	7	**	**	**	**	**	8	-	8	-	**	7	**	6	-	-
	10%	**	**	**	**	10%	10%	**	**	**	**	**	10%	-%	10%	-%	**	10%	**	9%	-%	-%
Having to pay more than one company to provide a service, to make sure you didn't lose that service	7	**	**	**	**	7	7	**	**	**	**	**	7	-	7	-	**	7	**	6	-	-
	9%	**	**	**	**	9%	10%	**	**	**	**	**	9%	-%	9%	-%	**	10%	**	9%	-%	-%
Keeping your email address	6	**	**	**	**	6	6	**	**	**	**	**	6	-	6	-	**	6	**	5	-	-
	8%	**	**	**	**	8%	9%	**	**	**	**	**	8%	-%	8%	-%	**	9%	**	7%	-%	-%
Comparing the different combination of services available in different packages/ bundles when looking to switch	6	**	**	**	**	6	6	**	**	**	**	**	6	-	6	-	**	3	**	3	-	-
	8%	**	**	**	**	8%	8%	**	**	**	**	**	8%	-%	8%	-%	**	5%	**	5%	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 251**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7da. Thinking about when you switched your whole package of services/ ONE of the services in your package, did you experience any difficulties with any of the following?**

Base : Those who have changed provider for their whole package of services/ any of the services in their package in the last 12 months

		RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	n	~o	~p	q	~r	s	~t	~u
Significance Level: 95%																						
Unweighted total	122	94	28	55	50	120	112	60	13	62	45	15	122	-	122	-	20	102	21	101	-	-
Effective Weighted Sample	99	75	25	42	43	97	90	52	12	48	39	14	99	-	99	-	17	82	19	81	-	-
Total	77	61	16	36	32	76	70	38	7	41	26	10	77	-	77	-	13	64	12	65	-	-
Delay in receiving equipment from your current supplier (i.e. the company you switched to)	4	**	**	**	**	4	4	**	**	**	**	**	4	-	4	-	**	4	**	3	-	-
	5%	**	**	**	**	5%	6%	**	**	**	**	**	5%	-%	5%	-%	**	6%	**	5%	-%	-%
Comparing the different offers available for packages when looking to switch	4	**	**	**	**	4	4	**	**	**	**	**	4	-	4	-	**	3	**	2	-	-
	5%	**	**	**	**	5%	6%	**	**	**	**	**	5%	-%	5%	-%	**	4%	**	4%	-%	-%
Keeping your phone number	3	**	**	**	**	3	3	**	**	**	**	**	3	-	3	-	**	2	**	3	-	-
	4%	**	**	**	**	4%	4%	**	**	**	**	**	4%	-%	4%	-%	**	3%	**	5%	-%	-%
Getting your previous supplier to provide you with any information that you needed to be able to switch to another supplier	3	**	**	**	**	3	3	**	**	**	**	**	3	-	3	-	**	3	**	2	-	-
	4%	**	**	**	**	4%	4%	**	**	**	**	**	4%	-%	4%	-%	**	4%	**	4%	-%	-%
Knowing what steps you needed to take to switch from one supplier to another	3	**	**	**	**	3	3	**	**	**	**	**	3	-	3	-	**	2	**	1	-	-
	4%	**	**	**	**	4%	4%	**	**	**	**	**	4%	-%	4%	-%	**	4%	**	2%	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 251**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7da. Thinking about when you switched your whole package of services/ ONE of the services in your package, did you experience any difficulties with any of the following?**

Base : Those who have changed provider for their whole package of services/ any of the services in their package in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-				VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND	TV	MOBILE				LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	n	~o	~p	q	~r	s	~t	~u	
Unweighted total	122	94	28	55	50	120	112	60	13	62	45	15	122	-	122	-	20	102	21	101	-	-
Effective Weighted Sample	99	75	25	42	43	97	90	52	12	48	39	14	99	-	99	-	17	82	19	81	-	-
Total	77	61	16	36	32	76	70	38	7	41	26	10	77	-	77	-	13	64	12	65	-	-
Being able to transfer content stored on your PVR	1	**	**	**	**	1	1	**	**	**	**	**	1	-	1	-	**	1	**	1	-	-
	2%	**	**	**	**	2%	2%	**	**	**	**	**	2%	-%	2%	-%	**	2%	**	1%	-%	-%
Your HD Box/ PVR no longer working	1	**	**	**	**	1	1	**	**	**	**	**	1	-	1	-	**	1	**	1	-	-
	2%	**	**	**	**	2%	2%	**	**	**	**	**	2%	-%	2%	-%	**	2%	**	1%	-%	-%
Temporary loss or disruption of your mobile service during the switch	*	**	**	**	**	*	*	**	**	**	**	**	*	-	*	-	**	*	**	-	-	-
	1%	**	**	**	**	1%	1%	**	**	**	**	**	1%	-%	1%	-%	**	1%	**	-%	-%	-%
None of these/ did not experience any difficulties	35	**	**	**	**	34	31	**	**	**	**	**	35	-	35	-	**	27	**	31	-	-
	45%	**	**	**	**	45%	44%	**	**	**	**	**	45%	-%	45%	-%	**	42%	**	48%	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 251**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7da. Thinking about when you switched your whole package of services/ ONE of the services in your package, did you experience any difficulties with any of the following?**

Base : Those who have changed provider for their whole package of services/ any of the services in their package in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER	£30-	£49	INAC-	PASSIVE	INTER-	ENG-	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30 ~a	£49 ~b	£50+ ~c	TIVE ~d	~e	ESTED ~f	AGED ~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Significance Level: 95%																						
Unweighted total	122	39	43	32	2	-	39	81	61	61	1	44	61	14	15	1	39	37	23	19	93	19
Effective Weighted Sample	99	33	31	27	2	-	34	64	54	49	1	40	60	13	14	1	34	26	22	17	79	13
Total	77	24	27	21	1	-	23	53	33	44	3	37	28	8	9	1	26	24	10	14	57	14
Previous supplier kept trying to persuade us to stay	17	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arranging for the old and new services to stop and start at the right time	14	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficult to get through to the previous supplier to cancel the service	14	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Temporary loss or disruption of your internet service during the switch	13	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous supplier kept sending bills for the cancelled service	10	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Technical issues getting the new service up and running	8	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 251**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7da. Thinking about when you switched your whole package of services/ ONE of the services in your package, did you experience any difficulties with any of the following?**

Base : Those who have changed provider for their whole package of services/ any of the services in their package in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	122	39	43	32	2	-	39	81	61	61	1	44	61	14	15	1	39	37	23	19	93	19
Effective Weighted Sample	99	33	31	27	2	-	34	64	54	49	1	40	60	13	14	1	34	26	22	17	79	13
Total	77	24	27	21	1	-	23	53	33	44	3	37	28	8	9	1	26	24	10	14	57	14
Temporary loss or disruption of your landline service during the switch	8 10%	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Having to pay a cancellation or early termination charge to your previous supplier	8 10%	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Having to pay more than one company to provide a service, to make sure you didn't lose that service	7 9%	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Keeping your email address	6 8%	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Comparing the different combination of services available in different packages/ bundles when looking to switch	6 8%	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 251**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7da. Thinking about when you switched your whole package of services/ ONE of the services in your package, did you experience any difficulties with any of the following?**

Base : Those who have changed provider for their whole package of services/ any of the services in their package in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER			INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30 ~a	£49 ~b	£50+ ~c																		
Significance Level: 95%																						
Unweighted total	122	39	43	32	2	-	39	81	61	61	1	44	61	14	15	1	39	37	23	19	93	19
Effective Weighted Sample	99	33	31	27	2	-	34	64	54	49	1	40	60	13	14	1	34	26	22	17	79	13
Total	77	24	27	21	1	-	23	53	33	44	3	37	28	8	9	1	26	24	10	14	57	14
Delay in receiving equipment from your current supplier (i.e. the company you switched to)	4	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Comparing the different offers available for packages when looking to switch	4	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Keeping your phone number	3	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting your previous supplier to provide you with any information that you needed to be able to switch to another supplier	3	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Knowing what steps you needed to take to switch from one supplier to another	3	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Being able to transfer content stored on your PVR	1	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 251**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7da. Thinking about when you switched your whole package of services/ ONE of the services in your package, did you experience any difficulties with any of the following?**

Base : Those who have changed provider for their whole package of services/ any of the services in their package in the last 12 months

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX			GENDER		AGE							SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%	Total																					
Unweighted total	122	39	43	32	2	-	39	81	61	61	1	44	61	14	15	1	39	37	23	19	93	19
Effective Weighted Sample	99	33	31	27	2	-	34	64	54	49	1	40	60	13	14	1	34	26	22	17	79	13
Total	77	24	27	21	1	-	23	53	33	44	3	37	28	8	9	1	26	24	10	14	57	14
Your HD Box/ PVR no longer working	1	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Temporary loss or disruption of your mobile service during the switch	*	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
None of these/ did not experience any difficulties	35	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 251**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7da. Thinking about when you switched your whole package of services/ ONE of the services in your package, did you experience any difficulties with any of the following?**

Base : Those who have changed provider for their whole package of services/ any of the services in their package in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	122	15	9	20	60
Effective Weighted Sample	99	13	8	13	52
Total	77	10	6	13	37
Previous supplier kept trying to persuade us to stay	17	**	**	**	**
	22%	**	**	**	**
Arranging for the old and new services to stop and start at the right time	14	**	**	**	**
	18%	**	**	**	**
Difficult to get through to the previous supplier to cancel the service	14	**	**	**	**
	18%	**	**	**	**
Temporary loss or disruption of your internet service during the switch	13	**	**	**	**
	17%	**	**	**	**
Previous supplier kept sending bills for the cancelled service	10	**	**	**	**
	13%	**	**	**	**
Technical issues getting the new service up and running	8	**	**	**	**
	11%	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 251**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7da. Thinking about when you switched your whole package of services/ ONE of the services in your package, did you experience any difficulties with any of the following?**

Base : Those who have changed provider for their whole package of services/ any of the services in their package in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	122	15	9	20	60
Effective Weighted Sample	99	13	8	13	52
Total	77	10	6	13	37
Temporary loss or disruption of your landline service during the switch	8	**	**	**	**
	10%	**	**	**	**
Having to pay a cancellation or early termination charge to your previous supplier	8	**	**	**	**
	10%	**	**	**	**
Having to pay more than one company to provide a service, to make sure you didn't lose that service	7	**	**	**	**
	9%	**	**	**	**
Keeping your email address	6	**	**	**	**
	8%	**	**	**	**
Comparing the different combination of services available in different packages/ bundles when looking to switch	6	**	**	**	**
	8%	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 251**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7da. Thinking about when you switched your whole package of services/ ONE of the services in your package, did you experience any difficulties with any of the following?**

Base : Those who have changed provider for their whole package of services/ any of the services in their package in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	122	15	9	20	60
Effective Weighted Sample	99	13	8	13	52
Total	77	10	6	13	37
Delay in receiving equipment from your current supplier (i.e. the company you switched to)	4 5%	** **	** **	** **	** **
Comparing the different offers available for packages when looking to switch	4 5%	** **	** **	** **	** **
Keeping your phone number	3 4%	** **	** **	** **	** **
Getting your previous supplier to provide you with any information that you needed to be able to switch to another supplier	3 4%	** **	** **	** **	** **
Knowing what steps you needed to take to switch from one supplier to another	3 4%	** **	** **	** **	** **
Being able to transfer content stored on your PVR	1 2%	** **	** **	** **	** **

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 251**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB7da. Thinking about when you switched your whole package of services/ ONE of the services in your package, did you experience any difficulties with any of the following?**

Base : Those who have changed provider for their whole package of services/ any of the services in their package in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	122	15	9	20	60
Effective Weighted Sample	99	13	8	13	52
Total	77	10	6	13	37
Your HD Box/ PVR no longer working	1	**	**	**	**
	2%	**	**	**	**
Temporary loss or disruption of your mobile service during the switch	*	**	**	**	**
	1%	**	**	**	**
None of these/ did not experience any difficulties	35	**	**	**	**
	45%	**	**	**	**

Columns Tested: a,b,c,d



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 252**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB8. What is your current thinking regarding changing the company that provides your package of services or any of the services within the package? Are you...**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-		MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Actively looking for a new service supplier for the whole package at the moment	37 5%	18 4%	18 6%	21 6% g	13 4%	36 5%	34 5%	15 3%	** **	6 2%	14 4% i	16 16% ij	2 3%	14 5%	16 5%	21 4%	** **	11 4%	37 20% s	- -%	- -%	- -%
Actively looking for a new service supplier for one or more of the services in your package at the moment	8 1%	4 1%	3 1%	3 1%	3 1%	7 1%	4 1%	4 1%	** **	1 *%	6 2% i	1 1%	* *%	2 1%	3 1%	5 1%	** **	2 1%	8 4% s	- -%	- -%	- -%
Open to the idea of a new service supplier for the whole package	119 15%	68 13%	51 17%	46 14%	47 14%	102 14%	108 15%	58 13%	** **	30 8%	59 18% i	31 30% ij	8 10%	48 18%	55 16%	64 14%	** **	45 16%	119 64% s	- -%	55 45% u	57 10%
Open to the idea of a new service supplier for one or more of the services in your package at the moment	24 3%	14 3%	10 3%	10 3%	6 2%	19 3%	17 2%	8 2%	** **	3 1%	12 4% i	8 8% i	2 3%	9 3%	11 3%	13 3%	** **	8 3%	24 13% s	- -%	14 12% u	7 1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 252**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB8. What is your current thinking regarding changing the company that provides your package of services or any of the services within the package? Are you...**

Base : Those with a bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-		MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Not interested in a new service supplier for the whole package or any of the services in the package	615 76%	404 79% b	211 71%	248 75%	260 78%	570 77%	545 76%	343 80%	** **	339 89% jk	231 71% k	44 42%	65 84% m	197 72%	262 75%	353 77%	** **	215 76%	- -%	615 100% r	52 43%	498 88% t
Don't know	7 1%	6 1%	1 *%	4 1%	3 1%	7 1%	7 1%	3 1%	** **	2 *%	3 1%	3 3% i	- -%	2 1%	2 1%	5 1%	** **	2 1%	- -%	- -%	1 1%	6 1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 252**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB8. What is your current thinking regarding changing the company that provides your package of services or any of the services within the package? Are you...**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%																						
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Actively looking for a new service supplier for the whole package at the moment	37 5%	10 5%	13 5%	13 5%	- -%	- -%	24 8% de	13 7% de	19 5%	18 4%	** **	19 5%	13 5%	2 3%	3 3%	** **	10 5%	9 4%	9 6%	7 5%	30 5%	3 3%
Actively looking for a new service supplier for one or more of the services in your package at the moment	8 1%	2 1%	3 1%	1 *%	- -%	- -%	6 2% d	2 1%	3 1%	5 1%	** **	6 2%	2 1%	- -%	- -%	** **	2 1%	1 1%	1 1%	2 1%	6 1%	- -%
Open to the idea of a new service supplier for the whole package	119 15%	31 15%	48 17%	36 14%	- -%	- -%	44 15% de	75 38% def	57 15%	63 15%	** **	62 17% mn	32 12% m	5 6%	9 9%	** **	36 17%	41 16%	19 14%	18 11%	94 14%	13 14%
Open to the idea of a new service supplier for one or more of the services in your package at the moment	24 3%	6 3%	6 2%	11 4%	- -%	- -%	5 2% d	18 9% def	14 4%	10 2%	** **	8 2%	7 3%	1 2%	2 2%	** **	6 3%	9 3%	5 3%	3 2%	20 3%	3 3%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 252**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB8. What is your current thinking regarding changing the company that provides your package of services or any of the services within the package? Are you...**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%																						
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Not interested in a new service supplier for the whole package or any of the services in the package	615 76%	155 75%	205 74%	203 76%	174 97% fg	142 99% fg	210 72% g	89 45%	296 76%	318 76%	** **	277 74%	203 78%	72 87% kl	86 85% k	** **	159 73%	191 75%	103 75%	131 81%	494 76%	74 77%
Don't know	7 1%	2 1%	2 1%	3 1%	5 3% fg	1 1%	1 *%	- -%	2 *%	5 1%	** **	3 1%	3 1%	2 2%	2 2%	** **	3 1%	2 1%	- -%	1 *%	5 1%	2 2%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 252**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB8. What is your current thinking regarding changing the company that provides your package of services or any of the services within the package? Are you...**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Actively looking for a new service supplier for the whole package at the moment	37 5%	4 5%	3 4%	9 6%	13 4%
Actively looking for a new service supplier for one or more of the services in your package at the moment	8 1%	1 1%	- -%	* *%	4 1%
Open to the idea of a new service supplier for the whole package	119 15%	10 12%	10 13%	22 14%	54 18%
Open to the idea of a new service supplier for one or more of the services in your package at the moment	24 3%	- -%	2 3%	12 8% ad	3 1%
Not interested in a new service supplier for the whole package or any of the services in the package	615 76%	70 80%	59 78%	115 73%	225 74%
Columns Tested: a,b,c,d					

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.****Table 252**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB8. What is your current thinking regarding changing the company that provides your package of services or any of the services within the package? Are you...**

Base : Those with a bundle of services, where the bill is paid within the household

	HOUSEHOLD INCOME				
	Total	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Don't know	7	1	1	*	3
	1%	1%	1%	*%	1%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 253**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB8a. Which services are you thinking about?**

Base : Those actively looking for or open to the idea of changing service supplier for one or more (but not all) of the services in their bundle

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-				VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	
						LAND-LINE	BAND	TV	MOBILE				LAST YEAR	AGO	EVER	NEVER							
																							~a
Significance Level: 95%																							
Unweighted total	42	26	16	17	15	39	33	20	6	9	20	13	4	18	22	20	6	16	42	-	15	13	
Effective Weighted Sample	23	19	7	13	12	30	25	17	2	7	10	9	3	12	15	10	5	11	23	-	7	11	
Total	31	18	13	13	10	26	21	12	7	4	18	9	2	12	14	18	4	10	31	-	14	7	
Internet provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**
Landline provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**
TV service provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**
Mobile phone provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 253**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB8a. Which services are you thinking about?**

Base : Those actively looking for or open to the idea of changing service supplier for one or more (but not all) of the services in their bundle

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	42	10	12	15	-	-	17	25	25	17	2	16	21	2	3	1	11	9	11	7	36	4
Effective Weighted Sample	23	9	8	6	-	-	14	12	18	8	2	15	20	2	3	1	10	4	6	6	20	2
Total	31	7	9	12	-	-	11	20	16	15	7	14	9	1	2	*	8	10	6	5	27	3
Internet provider	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline provider	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service provider	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone provider	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 253**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB8a. Which services are you thinking about?**

Base : Those actively looking for or open to the idea of changing service supplier for one or more (but not all) of the services in their bundle

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	42	2	4	12	11
Effective Weighted Sample	23	2	3	5	9
Total	31	1	2	12	8
Internet provider	**	**	**	**	**
	**	**	**	**	**
Landline provider	**	**	**	**	**
	**	**	**	**	**
TV service provider	**	**	**	**	**
	**	**	**	**	**
Mobile phone provider	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 254**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9a. Have you considered changing the company that provides your WHOLE package of services? IF YES - When did you most recently consider changing supplier for your whole package of services?**

Base : Those who have not changed provider in the last 12 months and who are not actively looking for a new service provider for their bundle of services or any individual services in the bundle at the moment

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-	MOBILE		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1052	669	383	453	421	976	941	556	80	519	415	116	-	402	402	650	68	332	177	863	162	890
Effective Weighted Sample	762	504	262	355	319	753	692	424	42	370	308	82	-	316	316	451	52	262	109	661	107	665
Total	691	431	260	274	285	624	609	376	66	332	279	78	-	256	256	435	46	209	134	550	122	568
Yes - in the last 6 months	85	53	32	34	40	78	74	46	**	13	47	25	-	40	40	45	**	31	50	33	85	-
	12%	12%	12%	12%	14%	13%	12%	12%	**	4%	17%	32%	-%	16%	16%	10%	**	15%	38%	6%	69%	-%
											i	ij		o	o			s		u		
Yes - 6-12 months ago	19	14	4	6	8	18	17	12	**	6	13	-	-	9	9	9	**	8	9	10	19	-
	3%	3%	2%	2%	3%	3%	3%	3%	**	2%	5%	-%	-%	4%	4%	2%	**	4%	7%	2%	15%	-%
											ik							s		u		
Yes - 1-2 years ago	19	14	5	8	9	18	17	10	**	6	12	1	-	8	8	10	**	6	7	12	2	17
	3%	3%	2%	3%	3%	3%	3%	3%	**	2%	4%	1%	-%	3%	3%	2%	**	3%	5%	2%	2%	3%
											i											
Yes - 3-4 years ago	2	2	-	1	1	2	2	2	**	1	2	-	-	*	*	2	**	*	1	1	*	2
	*%	1%	-%	*%	*%	*%	*%	*%	**	*%	1%	-%	-%	*%	*%	*%	**	*%	1%	*%	*%	*%
Yes - more than 4 years ago	4	3	2	1	3	4	1	3	**	2	-	2	-	1	1	3	**	1	*	4	-	4
	1%	1%	1%	*%	1%	1%	*%	1%	**	1%	-%	2%	-%	*%	*%	1%	**	*%	*%	1%	-%	1%
											j											
No - never considered changing supplier	527	323	205	212	211	470	466	284	**	289	191	46	-	189	189	339	**	156	60	465	16	512
	76%	75%	79%	77%	74%	75%	77%	75%	**	87%	68%	59%	-%	74%	74%	78%	**	75%	45%	84%	13%	90%
										jk									r		t	
No - can't change, only one supplier in the area	35	22	13	13	12	33	30	20	**	16	15	4	-	9	9	26	**	6	6	25	1	34
	5%	5%	5%	5%	4%	5%	5%	5%	**	5%	5%	6%	-%	3%	3%	6%	**	3%	5%	5%	1%	6%
																						t

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 254**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9a. Have you considered changing the company that provides your WHOLE package of services? IF YES - When did you most recently consider changing supplier for your whole package of services?**

Base : Those who have not changed provider in the last 12 months and who are not actively looking for a new service provider for their bundle of services or any individual services in the bundle at the moment

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER	£30-	£50+	INAC-	PASSIVE	INTER-	ENG-	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30	£49		TIVE		ESTED	AGED														
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1052	270	355	341	307	201	363	181	526	526	22	356	501	131	163	32	255	296	254	188	867	126
Effective Weighted Sample	762	196	254	245	254	141	258	126	397	368	21	327	481	124	154	30	213	200	151	170	644	96
Total	691	169	237	231	178	143	238	132	337	354	58	313	219	72	90	18	178	219	118	141	558	79
Yes - in the last 6 months	85	16	38	27	-	6	19	60	37	48	**	48	21	3	6	**	26	32	8	12	66	13
	12%	10%	16%	12%	-%	4%	8%	45%	11%	13%	**	15%	9%	5%	7%	**	14%	15%	7%	8%	12%	16%
						d	d	def				lmn					r	r				
Yes - 6-12 months ago	19	4	7	6	-	-	6	13	6	12	**	9	5	1	2	**	2	11	2	3	16	1
	3%	2%	3%	2%	-%	-%	2%	10%	2%	3%	**	3%	2%	2%	2%	**	1%	5%	1%	2%	3%	1%
							d	def										pr				
Yes - 1-2 years ago	19	6	7	6	4	3	8	3	10	9	**	9	7	2	2	**	7	5	2	3	18	*
	3%	3%	3%	2%	2%	2%	4%	2%	3%	3%	**	3%	3%	3%	3%	**	4%	2%	2%	2%	3%	1%
Yes - 3-4 years ago	2	*	1	1	*	-	1	2	*	2	**	1	1	-	-	**	2	-	1	-	2	-
	*%	*%	1%	*%	*%	-%	*%	1%	*%	1%	**	*%	1%	-%	-%	**	1%	-%	1%	-%	*%	-%
Yes - more than 4 years ago	4	1	2	1	*	3	1	-	4	*	**	*	1	1	1	**	1	-	3	1	4	1
	1%	*%	1%	*%	*%	2%	*%	-%	1%	*%	**	*%	*%	1%	1%	**	*%	-%	3%	*%	1%	1%
																		q				
No - never considered changing supplier	527	136	168	176	161	123	192	51	261	266	**	229	171	62	76	**	131	162	94	116	427	58
	76%	80%	71%	76%	91%	86%	80%	39%	78%	75%	**	73%	78%	86%	84%	**	73%	74%	80%	82%	76%	74%
		b			fg	g	g							k	k				p			
No - can't change, only one supplier in the area	35	6	14	15	11	8	12	4	18	17	**	16	12	3	4	**	10	8	8	7	25	6
	5%	4%	6%	6%	6%	5%	5%	3%	5%	5%	**	5%	5%	4%	4%	**	6%	4%	6%	5%	4%	7%
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 254**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9a. Have you considered changing the company that provides your WHOLE package of services? IF YES - When did you most recently consider changing supplier for your whole package of services?**

Base : Those who have not changed provider in the last 12 months and who are not actively looking for a new service provider for their bundle of services or any individual services in the bundle at the moment

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1052	107	108	202	365
Effective Weighted Sample	762	87	82	124	292
Total	691	72	67	135	248
Yes - in the last 6 months	85 12%	7 9%	12 17%	12 9%	37 15%
Yes - 6-12 months ago	19 3%	2 3%	2 3%	4 3%	6 3%
Yes - 1-2 years ago	19 3%	1 1%	2 3%	2 2%	14 5%
Yes - 3-4 years ago	2 *%	- -%	- -%	* *%	2 1%
Yes - more than 4 years ago	4 1%	1 1%	3 4%	- -%	* *%
			cd		
No - never considered changing supplier	527 76%	60 83% bd	45 67%	110 82% bd	175 70%
No - can't change, only one supplier in the area	35 5%	3 4%	4 6%	6 4%	14 6%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 255**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9b. And did you actively START LOOKING for an alternative service supplier for your whole package of services?**

Base : Those who have considered changing provider for their whole package in the last 12 months

	Total	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB	LL & TV & BB	BROAD-			TV	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LINE	BAND	f						LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	t	~u	
Unweighted total	141	92	49	60	61	133	131	74	10	31	75	35	-	70	70	71	14	56	81	58	141	-	
Effective Weighted Sample	103	68	36	43	46	99	96	56	7	26	56	24	-	57	57	48	12	45	60	42	103	-	
Total	103	67	36	40	48	96	92	58	7	19	59	25	-	49	49	54	10	39	59	43	103	-	
Yes	55	**	**	**	**	53	49	**	**	**	**	**	-	**	**	**	**	**	**	**	55	-	
	53%	**	**	**	**	55%	54%	**	**	**	**	**	-%	**	**	**	**	**	**	**	53%	-%	
No	48	**	**	**	**	43	42	**	**	**	**	**	-	**	**	**	**	**	**	**	48	-	
	47%	**	**	**	**	45%	46%	**	**	**	**	**	-%	**	**	**	**	**	**	**	47%	-%	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 255**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9b. And did you actively START LOOKING for an alternative service supplier for your whole package of services?**

Base : Those who have considered changing provider for their whole package in the last 12 months

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY		
		UNDER	£30-	£49	£50+	INAC-		INTER-	ENG-			16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30 ~a	£49 ~b	£50+ ~c	INAC- ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN t	RURAL ~u	
Significance Level: 95%	Total																						
Unweighted total	141	28	62	42	-	7	33	101	65	76	4	61	60	9	14	5	39	52	24	16	110	21	
Effective Weighted Sample	103	20	44	32	-	4	25	76	47	57	4	56	58	9	13	5	34	37	23	13	82	18	
Total	103	20	44	33	-	6	24	73	43	60	10	57	26	5	8	3	28	44	10	14	82	14	
Yes	55	**	**	**	-	**	**	39	**	**	**	**	**	**	**	**	**	**	**	**	43	**	
	53%	**	**	**	-%	**	**	53%	**	**	**	**	**	**	**	**	**	**	**	**	52%	**	
No	48	**	**	**	-	**	**	34	**	**	**	**	**	**	**	**	**	**	**	**	39	**	
	47%	**	**	**	-%	**	**	47%	**	**	**	**	**	**	**	**	**	**	**	**	48%	**	

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 255**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9b. And did you actively START LOOKING for an alternative service supplier for your whole package of services?**

Base : Those who have considered changing provider for their whole package in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	141	10	16	24	61
Effective Weighted Sample	103	7	11	16	53
Total	103	9	14	17	44
Yes	55	**	**	**	**
	53%	**	**	**	**
No	48	**	**	**	**
	47%	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 256**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9c. Did you - or someone else in your household - contact your package provider to tell them you wanted to stop using their service?**

Base : Those who have considered changing provider for their whole package in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-				VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND	TV	MOBILE				LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%	~a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	t	~u	
Unweighted total	141	92	49	60	61	133	131	74	10	31	75	35	-	70	70	71	14	56	81	58	141	-
Effective Weighted Sample	103	68	36	43	46	99	96	56	7	26	56	24	-	57	57	48	12	45	60	42	103	-
Total	103	67	36	40	48	96	92	58	7	19	59	25	-	49	49	54	10	39	59	43	103	-
Yes	27	**	**	**	**	25	24	**	**	**	**	**	-	**	**	**	**	**	**	**	27	-
	27%	**	**	**	**	26%	26%	**	**	**	**	**	-%	**	**	**	**	**	**	**	27%	-%
No	76	**	**	**	**	71	68	**	**	**	**	**	-	**	**	**	**	**	**	**	76	-
	73%	**	**	**	**	74%	74%	**	**	**	**	**	-%	**	**	**	**	**	**	**	73%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 256**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9c. Did you - or someone else in your household - contact your package provider to tell them you wanted to stop using their service?**

Base : Those who have considered changing provider for their whole package in the last 12 months

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY		
		UNDER	£30-	£49	£50+	INAC-	PASSIVE	INTER-	ENG-	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	t	~u	
Significance Level: 95%	Total																						
Unweighted total	141	28	62	42	-	7	33	101	65	76	4	61	60	9	14	5	39	52	24	16	110	21	
Effective Weighted Sample	103	20	44	32	-	4	25	76	47	57	4	56	58	9	13	5	34	37	23	13	82	18	
Total	103	20	44	33	-	6	24	73	43	60	10	57	26	5	8	3	28	44	10	14	82	14	
Yes	27	**	**	**	-	**	**	19	**	**	**	**	**	**	**	**	**	**	**	**	25	**	
	27%	**	**	**	-%	**	**	26%	**	**	**	**	**	**	**	**	**	**	**	**	31%	**	
No	76	**	**	**	-	**	**	54	**	**	**	**	**	**	**	**	**	**	**	**	57	**	
	73%	**	**	**	-%	**	**	74%	**	**	**	**	**	**	**	**	**	**	**	**	69%	**	

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 256**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9c. Did you - or someone else in your household - contact your package provider to tell them you wanted to stop using their service?**

Base : Those who have considered changing provider for their whole package in the last 12 months

		<b>HOUSEHOLD INCOME</b>			
		<b>UP TO</b>			
	<b>Total</b>	<b>£11.5K</b>	<b>£11.5K-£17.5K</b>	<b>£17.5K-£29.9K</b>	<b>£30K+</b>
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	141	10	16	24	61
Effective Weighted Sample	103	7	11	16	53
Total	103	9	14	17	44
Yes	27	**	**	**	**
	27%	**	**	**	**
No	76	**	**	**	**
	73%	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 257**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9d. Did you - or someone else in your household - contact a potential new package provider to tell them you wanted to start using their service?**

Base : Those who have considered changing provider for their whole package in the last 12 months

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		
		YES	NO	LL & BB	LL & TV & BB	BROAD-		TV	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	
						LAND-LINE	BAND						LAST YEAR	AGO	EVER	NEVER							
																							~a
Significance Level: 95%																							
Unweighted total	141	92	49	60	61	133	131	74	10	31	75	35	-	70	70	71	14	56	81	58	141	-	
Effective Weighted Sample	103	68	36	43	46	99	96	56	7	26	56	24	-	57	57	48	12	45	60	42	103	-	
Total	103	67	36	40	48	96	92	58	7	19	59	25	-	49	49	54	10	39	59	43	103	-	
Yes	21	**	**	**	**	18	18	**	**	**	**	**	-	**	**	**	**	**	**	**	21	-	
	20%	**	**	**	**	19%	20%	**	**	**	**	**	-%	**	**	**	**	**	**	**	20%	-%	
No	82	**	**	**	**	77	74	**	**	**	**	**	-	**	**	**	**	**	**	**	82	-	
	80%	**	**	**	**	81%	80%	**	**	**	**	**	-%	**	**	**	**	**	**	**	80%	-%	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 257**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9d. Did you - or someone else in your household - contact a potential new package provider to tell them you wanted to start using their service?**

Base : Those who have considered changing provider for their whole package in the last 12 months

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER	£30-	£50+	INAC-	PASSIVE	INTER-	ENG-	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30	£49	£50+	TIVE		ESTED	AGED														
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	t	~u
Unweighted total	141	28	62	42	-	7	33	101	65	76	4	61	60	9	14	5	39	52	24	16	110	21
Effective Weighted Sample	103	20	44	32	-	4	25	76	47	57	4	56	58	9	13	5	34	37	23	13	82	18
Total	103	20	44	33	-	6	24	73	43	60	10	57	26	5	8	3	28	44	10	14	82	14
Yes	21	**	**	**	-	**	**	13	**	**	**	**	**	**	**	**	**	**	**	**	17	**
	20%	**	**	**	-%	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**	21%	**
No	82	**	**	**	-	**	**	60	**	**	**	**	**	**	**	**	**	**	**	**	65	**
	80%	**	**	**	-%	**	**	82%	**	**	**	**	**	**	**	**	**	**	**	**	79%	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 257**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9d. Did you - or someone else in your household - contact a potential new package provider to tell them you wanted to start using their service?**

Base : Those who have considered changing provider for their whole package in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	141	10	16	24	61
Effective Weighted Sample	103	7	11	16	53
Total	103	9	14	17	44
Yes	21	**	**	**	**
20%	20%	**	**	**	**
No	82	**	**	**	**
80%	80%	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 258**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9aa. Have you considered changing the company that provides any of the INDIVIDUAL services in your package? IF YES - When did you most recently consider changing supplier for any of the individual services in your package?**

Base : Those who have not changed provider in the last 12 months and who are not actively looking for a new service provider for their bundle of services or any individual services in the bundle at the moment

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1052	669	383	453	421	976	941	556	80	519	415	116	-	402	402	650	68	332	177	863	162	890
Effective Weighted Sample	762	504	262	355	319	753	692	424	42	370	308	82	-	316	316	451	52	262	109	661	107	665
Total	691	431	260	274	285	624	609	376	66	332	279	78	-	256	256	435	46	209	134	550	122	568
Yes - in the last 6 months	30	15	15	13	6	23	21	10	**	2	17	12	-	15	15	15	**	13	25	6	30	-
	4%	4%	6%	5% d	2%	4%	3%	3%	**	*%	6% i	15% ij	-%	6%	6%	4%	**	6%	18% s	1%	25% u	-%
Yes - 6-12 months ago	8	7	1	2	3	5	8	4	**	5	3	1	-	6	6	3	**	4	2	7	8	-
	1%	2%	1%	1%	1%	1%	1%	1%	**	2%	1%	1%	-%	2% o	2% o	1%	**	2%	1%	1%	7% u	-%
Yes - 1-2 years ago	12	8	3	7	5	12	11	5	**	3	7	1	-	7	7	5	**	6	5	7	*	11
	2%	2%	1%	2%	2%	2%	2%	1%	**	1%	2%	2%	-%	3%	3%	1%	**	3%	3%	1%	*%	2%
Yes - 3-4 years ago	2	1	1	-	2	2	2	2	**	-	2	-	-	-	-	2	**	-	1	1	-	2
	*%	*%	*%	-%	1%	*%	*%	*%	**	-%	1%	-%	-%	-%	-%	*%	**	-%	1%	*%	-%	*%
Yes - more than 4 years ago	3	1	2	1	*	2	2	1	**	*	1	1	-	*	*	3	**	*	1	2	-	3
	*%	*%	1%	1%	*%	*%	*%	*%	**	*%	*%	2% i	-%	*%	*%	1%	**	*%	1%	*%	-%	1%
No - never considered changing supplier	609	382	227	240	262	556	542	341	**	311	238	59	-	224	224	385	**	183	95	510	79	530
	88%	89%	87%	87%	92%	89%	89%	91%	**	94% jk	85% k	76%	-%	87%	87%	89%	**	88%	71%	93% r	65%	93% t
No - can't change, only one supplier in the area	27	16	11	11	8	24	23	14	**	11	12	3	-	4	4	23	**	2	5	19	4	23
	4%	4%	4%	4%	3%	4%	4%	4%	**	3%	4%	4%	-%	2%	2%	5% mn	**	1%	4%	3%	3%	4%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 258**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9aa. Have you considered changing the company that provides any of the INDIVIDUAL services in your package? IF YES - When did you most recently consider changing supplier for any of the individual services in your package?**

Base : Those who have not changed provider in the last 12 months and who are not actively looking for a new service provider for their bundle of services or any individual services in the bundle at the moment

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER			INACTIVE	PASSIVE	INTERESTED	ENGAGED	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30	£49	£50+																		
Significance Level: 95%	Total	£30 a	£49 b	£50+ c	d	e	f	g	h	i	~j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1052	270	355	341	307	201	363	181	526	526	22	356	501	131	163	32	255	296	254	188	867	126
Effective Weighted Sample	762	196	254	245	254	141	258	126	397	368	21	327	481	124	154	30	213	200	151	170	644	96
Total	691	169	237	231	178	143	238	132	337	354	58	313	219	72	90	18	178	219	118	141	558	79
Yes - in the last 6 months	30 4%	4 2%	14 6% a	12 5%	- -%	1 1%	4 2%	26 20% def	13 4%	17 5%	** **	11 3%	9 4%	1 1%	1 1%	** **	6 3%	12 6% s	5 5%	1 1%	27 5%	4 5%
Yes - 6-12 months ago	8 1%	1 1%	2 1%	5 2%	- -%	2 2%	3 1%	3 2% d	4 1%	5 1%	** **	3 1%	3 1%	* *% %	* *% %	** **	5 3% s	1 1%	2 1%	- -%	5 1%	3 4% t
Yes - 1-2 years ago	12 2%	5 3%	4 2%	2 1%	4 2%	1 1%	4 2%	2 2%	7 2%	4 1%	** **	6 2%	3 2%	2 2%	2 2%	** **	4 3%	6 3%	1 1%	1 1%	10 2%	* *% %
Yes - 3-4 years ago	2 *% %	- -% *% %	1 *% *% %	1 *% *% %	1 *% *% %	- -% *% %	- -% *% %	1 1% *% %	1 *% *% %	1 *% *% %	** **	1 *% *% %	- -% *% %	1 1% *% %	1 1% *% %	** **	2 1% *% %	- -% *% %	- -% *% %	- -% *% %	2 *% *% %	- -% *% %
Yes - more than 4 years ago	3 *% %	1 *% *% %	* *% *% %	2 1% *% %	* *% *% %	1 1% *% %	1 1% *% %	- -% *% %	2 1% *% %	1 *% *% %	** **	* *% *% %	2 1% *% %	- -% *% %	- -% *% %	** **	* *% *% %	* *% *% %	1 1% *% %	1 1% *% %	3 1% *% %	- -% *% %
No - never considered changing supplier	609 88%	154 91%	206 87%	198 86%	164 92% g	134 94% g	217 91% g	94 72%	297 88%	312 88%	** **	279 89%	191 87%	67 93%	84 93%	** **	153 86%	190 87%	105 89%	133 94% pq	489 88%	69 87%
No - can't change, only one supplier in the area	27 4%	5 3%	9 4%	11 5%	9 5%	3 2%	10 4%	5 4%	13 4%	14 4%	** **	12 4%	11 5%	2 3%	3 3%	** **	7 4%	8 4%	4 4%	5 3%	23 4%	3 4%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 258**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9aa. Have you considered changing the company that provides any of the INDIVIDUAL services in your package? IF YES - When did you most recently consider changing supplier for any of the individual services in your package?**

Base : Those who have not changed provider in the last 12 months and who are not actively looking for a new service provider for their bundle of services or any individual services in the bundle at the moment

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1052	107	108	202	365
Effective Weighted Sample	762	87	82	124	292
Total	691	72	67	135	248
Yes - in the last 6 months	30	1	5	9	9
	4%	1%	8%	6%	4%
Yes - 6-12 months ago	8	-	*	3	3
	1%	-%	1%	2%	1%
Yes - 1-2 years ago	12	1	1	1	7
	2%	1%	1%	1%	3%
Yes - 3-4 years ago	2	-	-	1	1
	*%	-%	-%	*%	*%
Yes - more than 4 years ago	3	-	*	-	1
	*%	-%	1%	-%	*%
No - never considered changing supplier	609	67	56	117	218
	88%	93%	83%	86%	88%
No - can't change, only one supplier in the area	27	3	4	5	9
	4%	4%	6%	4%	4%

Columns Tested: a,b,c,d



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 259**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9ba. And did you actively START LOOKING for an alternative service supplier for your individual services?**

Base : Those who have considered changing provider for any of the individual services in their package in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR				
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-			TV	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO		
						LAND-LINE	BAND							LAST YEAR	AGO	EVER	NEVER								
																								~a	~b
Significance Level: 95%																									
Unweighted total	51	34	17	21	15	45	44	24	10	8	25	18	-	28	28	23	6	22	32	18	51	-			
Effective Weighted Sample	27	22	8	14	13	32	29	21	5	5	12	12	-	18	18	10	5	14	16	12	27	-			
Total	39	22	16	15	8	28	30	13	13	7	20	13	-	21	21	18	4	18	27	12	39	-			
Yes	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	-			
	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%			
No	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	-			
	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 259**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9ba. And did you actively START LOOKING for an alternative service supplier for your individual services?**

Base : Those who have considered changing provider for any of the individual services in their package in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	51	8	23	18	-	6	8	37	26	25	4	16	26	2	4	2	16	13	13	2	43	7
Effective Weighted Sample	27	7	15	9	-	5	5	19	16	13	4	14	25	2	4	2	10	7	7	2	23	4
Total	39	5	16	17	-	3	7	29	17	22	11	14	11	1	2	1	11	14	7	1	32	7
Yes	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 259**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9ba. And did you actively START LOOKING for an alternative service supplier for your individual services?**

Base : Those who have considered changing provider for any of the individual services in their package in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	51	2	8	8	20
Effective Weighted Sample	27	2	6	4	17
Total	39	1	6	12	12
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 260**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9ca. Did you - or someone else in your household - contact your package provider to tell them you wanted to stop using their service?**

Base : Those who have considered changing provider for any of the individual services in their package in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-			TV	MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND							LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	
Unweighted total	51	34	17	21	15	45	44	24	10	8	25	18	-	28	28	23	6	22	32	18	51	-	
Effective Weighted Sample	27	22	8	14	13	32	29	21	5	5	12	12	-	18	18	10	5	14	16	12	27	-	
Total	39	22	16	15	8	28	30	13	13	7	20	13	-	21	21	18	4	18	27	12	39	-	
Yes	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	-	
	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	
No	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	-	
	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 260**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9ca. Did you - or someone else in your household - contact your package provider to tell them you wanted to stop using their service?**

Base : Those who have considered changing provider for any of the individual services in their package in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	51	8	23	18	-	6	8	37	26	25	4	16	26	2	4	2	16	13	13	2	43	7
Effective Weighted Sample	27	7	15	9	-	5	5	19	16	13	4	14	25	2	4	2	10	7	7	2	23	4
Total	39	5	16	17	-	3	7	29	17	22	11	14	11	1	2	1	11	14	7	1	32	7
Yes	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 260**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9ca. Did you - or someone else in your household - contact your package provider to tell them you wanted to stop using their service?**

Base : Those who have considered changing provider for any of the individual services in their package in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	51	2	8	8	20
Effective Weighted Sample	27	2	6	4	17
Total	39	1	6	12	12
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 261**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9cb. Did you - or someone else in your household - contact a potential new service provider to tell them you wanted to start using their service?**

Base : Those who have considered changing provider for any of the individual services in their package in the last 12 months

	RECEIVE BUNDLE DISCOUNT									BUNDLED SERVICES				BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
				BROAD-									LONGER													
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO				
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u				
Significance Level: 95%																										
Unweighted total	51	34	17	21	15	45	44	24	10	8	25	18	-	28	28	23	6	22	32	18	51	-				
Effective Weighted Sample	27	22	8	14	13	32	29	21	5	5	12	12	-	18	18	10	5	14	16	12	27	-				
Total	39	22	16	15	8	28	30	13	13	7	20	13	-	21	21	18	4	18	27	12	39	-				
Yes	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	-				
	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%				
No	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	-				
	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%				

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 261**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9cb. Did you - or someone else in your household - contact a potential new service provider to tell them you wanted to start using their service?**

Base : Those who have considered changing provider for any of the individual services in their package in the last 12 months

		BUNDLE SERVICE MONTHLY SPEND				BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER			INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u	
		£30 ~a	£49 ~b	£50+ ~c																			
Significance Level: 95%	Total																						
Unweighted total	51	8	23	18	-	6	8	37	26	25	4	16	26	2	4	2	16	13	13	2	43	7	
Effective Weighted Sample	27	7	15	9	-	5	5	19	16	13	4	14	25	2	4	2	10	7	7	2	23	4	
Total	39	5	16	17	-	3	7	29	17	22	11	14	11	1	2	1	11	14	7	1	32	7	
Yes	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 261**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9cb. Did you - or someone else in your household - contact a potential new service provider to tell them you wanted to start using their service?**

Base : Those who have considered changing provider for any of the individual services in their package in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	51	2	8	8	20
Effective Weighted Sample	27	2	6	4	17
Total	39	1	6	12	12
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 262**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9da. And which of the individual services in your package did you consider moving?**

Base : Those who have considered changing provider for any of the individual services in their package in the last 12 months

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB ~c	LL & TV & BB ~d	LAND-LINE ~e	BROAD-BAND		MOBILE ~h	VERY ~i	QUITE ~j	NOT ~k	LONGER				YES ~p	NO ~q	ACTIVE /OPEN ~r	NOT INT'TED ~s	YES ~t	NO ~u
							BAND ~f	TV ~g					LAST YEAR ~l	AGO ~m	EVER ~n	NEVER ~o						
Significance Level: 95%		~a	~b																			
Unweighted total	51	34	17	21	15	45	44	24	10	8	25	18	-	28	28	23	6	22	32	18	51	-
Effective Weighted Sample	27	22	8	14	13	32	29	21	5	5	12	12	-	18	18	10	5	14	16	12	27	-
Total	39	22	16	15	8	28	30	13	13	7	20	13	-	21	21	18	4	18	27	12	39	-
Fixed broadband internet access	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%
Landline phone	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%
TV service with additional channels you pay to receive	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%
Mobile broadband internet access	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%
Mobile phone	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 262**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9da. And which of the individual services in your package did you consider moving?**

Base : Those who have considered changing provider for any of the individual services in their package in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED ~g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN ~t	RURAL ~u
Significance Level: 95%																						
Unweighted total	51	8	23	18	-	6	8	37	26	25	4	16	26	2	4	2	16	13	13	2	43	7
Effective Weighted Sample	27	7	15	9	-	5	5	19	16	13	4	14	25	2	4	2	10	7	7	2	23	4
Total	39	5	16	17	-	3	7	29	17	22	11	14	11	1	2	1	11	14	7	1	32	7
Fixed broadband internet access	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service with additional channels you pay to receive	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile broadband internet access	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 262**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9da. And which of the individual services in your package did you consider moving?**

Base : Those who have considered changing provider for any of the individual services in their package in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	51	2	8	8	20
Effective Weighted Sample	27	2	6	4	17
Total	39	1	6	12	12
Fixed broadband internet access	**	**	**	**	**
	**	**	**	**	**
Landline phone	**	**	**	**	**
	**	**	**	**	**
TV service with additional channels you pay to receive	**	**	**	**	**
	**	**	**	**	**
Mobile broadband internet access	**	**	**	**	**
	**	**	**	**	**
Mobile phone	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different service supplier?**

Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	t	~u
Significance Level: 95%																						
Unweighted total	162	107	55	63	69	149	149	89	16	37	86	39	-	82	82	80	16	66	89	71	162	-
Effective Weighted Sample	107	76	32	44	52	110	106	66	8	27	55	26	-	62	62	47	14	48	56	50	107	-
Total	122	79	43	43	52	106	105	66	16	25	69	29	-	60	60	63	12	48	69	52	122	-
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	28 23%	21 27%	** **	** **	** **	24 23%	27 26%	** **	** **	** **	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **	28 23%	- -%
Too busy/ don't have time to research the options	22 18%	11 14%	** **	** **	** **	20 19%	17 17%	** **	** **	** **	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **	22 18%	- -%
Happy/ satisfied/ content with my current supplier	19 15%	12 15%	** **	** **	** **	16 15%	19 18%	** **	** **	** **	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **	19 15%	- -%
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	12 10%	6 8%	** **	** **	** **	6 6%	7 7%	** **	** **	** **	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **	12 10%	- -%
Current provider improved their offer	10 8%	7 9%	** **	** **	** **	9 8%	8 7%	** **	** **	** **	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **	10 8%	- -%
Tied to fixed length contract with my current provider	9 7%	3 4%	** **	** **	** **	6 6%	7 6%	** **	** **	** **	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **	9 7%	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different service supplier?**

Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB ~c	LL & TV & BB ~d	BROAD-LINE		MOBILE		VERY ~i	QUITE ~j	NOT ~k	LONGER				YES ~p	NO ~q	ACTIVE /OPEN ~r	NOT INT'TED ~s	YES t	NO ~u
						LAND-LINE e	BAND f	TV ~g	~h				LAST YEAR ~l	AGO ~m	EVER ~n	NEVER ~o						
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	t	~u
Unweighted total	162	107	55	63	69	149	149	89	16	37	86	39	-	82	82	80	16	66	89	71	162	-
Effective Weighted Sample	107	76	32	44	52	110	106	66	8	27	55	26	-	62	62	47	14	48	56	50	107	-
Total	122	79	43	43	52	106	105	66	16	25	69	29	-	60	60	63	12	48	69	52	122	-
Too much hassle to set up the new service/ alter my bundle	6	5	**	**	**	5	6	**	**	**	**	**	-	**	**	**	**	**	**	**	6	-
	5%	6%	**	**	**	5%	6%	**	**	**	**	**	-%	**	**	**	**	**	**	**	5%	-%
It's too time consuming to go through the process of switching from one supplier to another	5	4	**	**	**	5	5	**	**	**	**	**	-	**	**	**	**	**	**	**	5	-
	4%	5%	**	**	**	4%	4%	**	**	**	**	**	-%	**	**	**	**	**	**	**	4%	-%
Problems/ issues with current provider not sufficiently bad/ frequent to switch	5	4	**	**	**	5	3	**	**	**	**	**	-	**	**	**	**	**	**	**	5	-
	4%	5%	**	**	**	4%	3%	**	**	**	**	**	-%	**	**	**	**	**	**	**	4%	-%
Too difficult/ too much hassle to change one service from my bundle	4	3	**	**	**	4	3	**	**	**	**	**	-	**	**	**	**	**	**	**	4	-
	4%	4%	**	**	**	4%	3%	**	**	**	**	**	-%	**	**	**	**	**	**	**	4%	-%
No/ not enough difference between providers	3	2	**	**	**	3	2	**	**	**	**	**	-	**	**	**	**	**	**	**	3	-
	3%	2%	**	**	**	3%	2%	**	**	**	**	**	-%	**	**	**	**	**	**	**	3%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different service supplier?**

Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months

		RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	t	~u
Significance Level: 95%																						
Unweighted total	162	107	55	63	69	149	149	89	16	37	86	39	-	82	82	80	16	66	89	71	162	-
Effective Weighted Sample	107	76	32	44	52	110	106	66	8	27	55	26	-	62	62	47	14	48	56	50	107	-
Total	122	79	43	43	52	106	105	66	16	25	69	29	-	60	60	63	12	48	69	52	122	-
Can't get a good reception on Freeview where I live/ Can't get Freeview	3	1	**	**	**	3	3	**	**	**	**	**	-	**	**	**	**	**	**	**	3	-
	3%	2%	**	**	**	3%	3%	**	**	**	**	**	-%	**	**	**	**	**	**	**	3%	-%
Concerned I may lose access to a service	3	3	**	**	**	2	3	**	**	**	**	**	-	**	**	**	**	**	**	**	3	-
	2%	3%	**	**	**	2%	3%	**	**	**	**	**	-%	**	**	**	**	**	**	**	2%	-%
Prefer to stay with trusted/known provider	3	2	**	**	**	3	1	**	**	**	**	**	-	**	**	**	**	**	**	**	3	-
	2%	3%	**	**	**	2%	1%	**	**	**	**	**	-%	**	**	**	**	**	**	**	2%	-%
Don't live in a cabled street/ can't get cable TV where I live	2	2	**	**	**	2	2	**	**	**	**	**	-	**	**	**	**	**	**	**	2	-
	2%	3%	**	**	**	2%	2%	**	**	**	**	**	-%	**	**	**	**	**	**	**	2%	-%
Shopping around for a new provider is too much of a hassle or a chore	2	1	**	**	**	2	2	**	**	**	**	**	-	**	**	**	**	**	**	**	2	-
	2%	1%	**	**	**	2%	2%	**	**	**	**	**	-%	**	**	**	**	**	**	**	2%	-%
Too big a risk that something will go wrong in the transition/ switch from one supplier to another	2	2	**	**	**	2	2	**	**	**	**	**	-	**	**	**	**	**	**	**	2	-
	2%	2%	**	**	**	2%	2%	**	**	**	**	**	-%	**	**	**	**	**	**	**	2%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different service supplier?**

Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	t	~u
Significance Level: 95%																						
Unweighted total	162	107	55	63	69	149	149	89	16	37	86	39	-	82	82	80	16	66	89	71	162	-
Effective Weighted Sample	107	76	32	44	52	110	106	66	8	27	55	26	-	62	62	47	14	48	56	50	107	-
Total	122	79	43	43	52	106	105	66	16	25	69	29	-	60	60	63	12	48	69	52	122	-
Difficult to make comparisons between providers	2	1	**	**	**	2	2	**	**	**	**	**	-	**	**	**	**	**	**	**	2	-
	2%	2%	**	**	**	2%	2%	**	**	**	**	**	-%	**	**	**	**	**	**	**	2%	-%
Other providers don't offer the package of services I want/ specific service	1	1	**	**	**	1	1	**	**	**	**	**	-	**	**	**	**	**	**	**	1	-
	1%	2%	**	**	**	1%	1%	**	**	**	**	**	-%	**	**	**	**	**	**	**	1%	-%
Have a minimum notice period	1	1	**	**	**	1	1	**	**	**	**	**	-	**	**	**	**	**	**	**	1	-
	1%	1%	**	**	**	1%	1%	**	**	**	**	**	-%	**	**	**	**	**	**	**	1%	-%
Don't want to sign up to another package/ bundle of services	1	1	**	**	**	1	1	**	**	**	**	**	-	**	**	**	**	**	**	**	1	-
	1%	1%	**	**	**	1%	1%	**	**	**	**	**	-%	**	**	**	**	**	**	**	1%	-%
Other providers don't have all the channels I want	1	1	**	**	**	1	1	**	**	**	**	**	-	**	**	**	**	**	**	**	1	-
	1%	1%	**	**	**	1%	1%	**	**	**	**	**	-%	**	**	**	**	**	**	**	1%	-%
HASSLE	37	22	**	**	**	33	31	**	**	**	**	**	-	**	**	**	**	**	**	**	37	-
	30%	28%	**	**	**	32%	29%	**	**	**	**	**	-%	**	**	**	**	**	**	**	30%	-%
NO COST BENEFIT	37	28	**	**	**	32	35	**	**	**	**	**	-	**	**	**	**	**	**	**	37	-
	30%	36%	**	**	**	31%	33%	**	**	**	**	**	-%	**	**	**	**	**	**	**	30%	-%
PROVIDER SATISFACTION	23	16	**	**	**	21	22	**	**	**	**	**	-	**	**	**	**	**	**	**	23	-
	19%	20%	**	**	**	19%	21%	**	**	**	**	**	-%	**	**	**	**	**	**	**	19%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different service supplier?**

Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB ~c	LL & TV & BB ~d	LAND-LINE e	BROAD-BAND f	TV ~g	MOBILE ~h	VERY ~i	QUITE ~j	NOT ~k	LAST YEAR ~l	AGO ~m	EVER ~n	NEVER ~o	YES ~p	NO ~q	ACTIVE /OPEN ~r	NOT INT'TED ~s	YES t	NO ~u
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	t	~u
Unweighted total	162	107	55	63	69	149	149	89	16	37	86	39	-	82	82	80	16	66	89	71	162	-
Effective Weighted Sample	107	76	32	44	52	110	106	66	8	27	55	26	-	62	62	47	14	48	56	50	107	-
Total	122	79	43	43	52	106	105	66	16	25	69	29	-	60	60	63	12	48	69	52	122	-
TERMS AND CONDITIONS	23	11	**	**	**	14	16	**	**	**	**	**	-	**	**	**	**	**	**	**	23	-
	19%	14%	**	**	**	13%	15%	**	**	**	**	**	-%	**	**	**	**	**	**	**	19%	-%
SERVICE AVAILABILITY	10	7	**	**	**	9	10	**	**	**	**	**	-	**	**	**	**	**	**	**	10	-
	8%	9%	**	**	**	8%	10%	**	**	**	**	**	-%	**	**	**	**	**	**	**	8%	-%
NO BENEFIT/ INCENTIVE	3	2	**	**	**	3	2	**	**	**	**	**	-	**	**	**	**	**	**	**	3	-
	3%	2%	**	**	**	3%	2%	**	**	**	**	**	-%	**	**	**	**	**	**	**	3%	-%
STAY WITH TRUSTED PROVIDER	3	2	**	**	**	3	1	**	**	**	**	**	-	**	**	**	**	**	**	**	3	-
	2%	3%	**	**	**	2%	1%	**	**	**	**	**	-%	**	**	**	**	**	**	**	2%	-%
RISK	2	2	**	**	**	2	2	**	**	**	**	**	-	**	**	**	**	**	**	**	2	-
	2%	2%	**	**	**	2%	2%	**	**	**	**	**	-%	**	**	**	**	**	**	**	2%	-%
CLARITY OF INFORMATION	2	1	**	**	**	2	2	**	**	**	**	**	-	**	**	**	**	**	**	**	2	-
	2%	2%	**	**	**	2%	2%	**	**	**	**	**	-%	**	**	**	**	**	**	**	2%	-%
Don't know	4	3	**	**	**	4	3	**	**	**	**	**	-	**	**	**	**	**	**	**	4	-
	3%	3%	**	**	**	4%	3%	**	**	**	**	**	-%	**	**	**	**	**	**	**	3%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different service supplier?**

Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY		
		UNDER	£30-	£30-	£50+	INAC-	PASSIVE	INTER-	ENG-	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30 ~a	£49 ~b	£50+ ~c	INAC- ~d	PASSIVE ~e	INTER- ~f	ENG- g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN t	RURAL ~u	
Significance Level: 95%																							
Unweighted total	162	29	71	52	-	12	38	112	75	87	7	67	71	10	15	5	48	56	30	17	128	24	
Effective Weighted Sample	107	21	50	31	-	7	27	73	53	56	7	61	69	10	14	5	38	34	20	14	85	16	
Total	122	21	51	44	-	8	30	84	50	73	19	62	31	5	8	3	35	50	14	15	96	19	
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	28 23%	** **	** **	** **	- -%	** **	** **	17 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	20 20%	** **	
Too busy/ don't have time to research the options	22 18%	** **	** **	** **	- -%	** **	** **	19 23%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	15 16%	** **	
Happy/ satisfied/ content with my current supplier	19 15%	** **	** **	** **	- -%	** **	** **	11 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	14 14%	** **	
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	12 10%	** **	** **	** **	- -%	** **	** **	7 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	9 9%	** **	
Current provider improved their offer	10 8%	** **	** **	** **	- -%	** **	** **	3 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	8 9%	** **	
Tied to fixed length contract with my current provider	9 7%	** **	** **	** **	- -%	** **	** **	8 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 8%	** **	
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																							

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different service supplier?**

Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY		
		UNDER	£30-	£49	£50+	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30 ~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	t	~u	
Significance Level: 95%																							
Unweighted total	162	29	71	52	-	12	38	112	75	87	7	67	71	10	15	5	48	56	30	17	128	24	
Effective Weighted Sample	107	21	50	31	-	7	27	73	53	56	7	61	69	10	14	5	38	34	20	14	85	16	
Total	122	21	51	44	-	8	30	84	50	73	19	62	31	5	8	3	35	50	14	15	96	19	
Too much hassle to set up the new service/ alter my bundle	6	**	**	**	-	**	**	5	**	**	**	**	**	**	**	**	**	**	**	**	6	**	
	5%	**	**	**	-%	**	**	6%	**	**	**	**	**	**	**	**	**	**	**	**	6%	**	
It's too time consuming to go through the process of switching from one supplier to another	5	**	**	**	-	**	**	4	**	**	**	**	**	**	**	**	**	**	**	**	4	**	
	4%	**	**	**	-%	**	**	4%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	
Problems/ issues with current provider not sufficiently bad/ frequent to switch	5	**	**	**	-	**	**	3	**	**	**	**	**	**	**	**	**	**	**	**	4	**	
	4%	**	**	**	-%	**	**	4%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	
Too difficult/ too much hassle to change one service from my bundle	4	**	**	**	-	**	**	3	**	**	**	**	**	**	**	**	**	**	**	**	4	**	
	4%	**	**	**	-%	**	**	3%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	
No/ not enough difference between providers	3	**	**	**	-	**	**	1	**	**	**	**	**	**	**	**	**	**	**	**	3	**	
	3%	**	**	**	-%	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	
Can't get a good reception on Freeview where I live/ Can't get Freeview	3	**	**	**	-	**	**	3	**	**	**	**	**	**	**	**	**	**	**	**	3	**	
	3%	**	**	**	-%	**	**	4%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different service supplier?**

Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER			INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN t	RURAL ~u
		£30 ~a	£49 ~b	£50+ ~c																		
Significance Level: 95%																						
Unweighted total	162	29	71	52	-	12	38	112	75	87	7	67	71	10	15	5	48	56	30	17	128	24
Effective Weighted Sample	107	21	50	31	-	7	27	73	53	56	7	61	69	10	14	5	38	34	20	14	85	16
Total	122	21	51	44	-	8	30	84	50	73	19	62	31	5	8	3	35	50	14	15	96	19
Concerned I may lose access to a service	3	**	**	**	-	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**	3	**
	2%	**	**	**	-%	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**
Prefer to stay with trusted/known provider	3	**	**	**	-	**	**	1	**	**	**	**	**	**	**	**	**	**	**	**	3	**
	2%	**	**	**	-%	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**
Don't live in a cabled street/ can't get cable TV where I live	2	**	**	**	-	**	**	1	**	**	**	**	**	**	**	**	**	**	**	**	2	**
	2%	**	**	**	-%	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**
Shopping around for a new provider is too much of a hassle or a chore	2	**	**	**	-	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**	2	**
	2%	**	**	**	-%	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**
Too big a risk that something will go wrong in the transition/ switch from one supplier to another	2	**	**	**	-	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**	2	**
	2%	**	**	**	-%	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**
Difficult to make comparisons between providers	2	**	**	**	-	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**	2	**
	2%	**	**	**	-%	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different service supplier?**

Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN t	RURAL ~u
Significance Level: 95%																						
Unweighted total	162	29	71	52	-	12	38	112	75	87	7	67	71	10	15	5	48	56	30	17	128	24
Effective Weighted Sample	107	21	50	31	-	7	27	73	53	56	7	61	69	10	14	5	38	34	20	14	85	16
Total	122	21	51	44	-	8	30	84	50	73	19	62	31	5	8	3	35	50	14	15	96	19
Other providers don't offer the package of services I want/ specific service	1 1%	** **	** **	** **	- -%	** **	** **	* 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 2%	** **
Have a minimum notice period	1 1%	** **	** **	** **	- -%	** **	** **	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	** **
Don't want to sign up to another package/ bundle of services	1 1%	** **	** **	** **	- -%	** **	** **	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	** **
Other providers don't have all the channels I want	1 1%	** **	** **	** **	- -%	** **	** **	* 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	** **
HASSLE	37 30%	** **	** **	** **	- -%	** **	** **	31 37%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	29 30%	** **
NO COST BENEFIT	37 30%	** **	** **	** **	- -%	** **	** **	19 23%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	28 29%	** **
PROVIDER SATISFACTION	23 19%	** **	** **	** **	- -%	** **	** **	14 17%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	18 19%	** **
TERMS AND CONDITIONS	23 19%	** **	** **	** **	- -%	** **	** **	18 21%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	19 19%	** **
SERVICE AVAILABILITY	10 8%	** **	** **	** **	- -%	** **	** **	6 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	9 9%	** **

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different service supplier?**

Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN t	RURAL ~u
Significance Level: 95%	Total																					
Unweighted total	162	29	71	52	-	12	38	112	75	87	7	67	71	10	15	5	48	56	30	17	128	24
Effective Weighted Sample	107	21	50	31	-	7	27	73	53	56	7	61	69	10	14	5	38	34	20	14	85	16
Total	122	21	51	44	-	8	30	84	50	73	19	62	31	5	8	3	35	50	14	15	96	19
NO BENEFIT/ INCENTIVE	3	**	**	**	-	**	**	1	**	**	**	**	**	**	**	**	**	**	**	**	3	**
	3%	**	**	**	-%	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**
STAY WITH TRUSTED PROVIDER	3	**	**	**	-	**	**	1	**	**	**	**	**	**	**	**	**	**	**	**	3	**
	2%	**	**	**	-%	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**
RISK	2	**	**	**	-	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**	2	**
	2%	**	**	**	-%	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**
CLARITY OF INFORMATION	2	**	**	**	-	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**	2	**
	2%	**	**	**	-%	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**
Don't know	4	**	**	**	-	**	**	3	**	**	**	**	**	**	**	**	**	**	**	**	3	**
	3%	**	**	**	-%	**	**	4%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different service supplier?**

Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	162	11	18	29	69
Effective Weighted Sample	107	8	12	15	60
Total	122	9	15	27	49
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	28 23%	** **	** **	** **	** **
Too busy/ don't have time to research the options	22 18%	** **	** **	** **	** **
Happy/ satisfied/ content with my current supplier	19 15%	** **	** **	** **	** **
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	12 10%	** **	** **	** **	** **
Current provider improved their offer	10 8%	** **	** **	** **	** **
Tied to fixed length contract with my current provider	9 7%	** **	** **	** **	** **

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different service supplier?**

Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	162	11	18	29	69
Effective Weighted Sample	107	8	12	15	60
Total	122	9	15	27	49
Too much hassle to set up the new service/ alter my bundle	6	**	**	**	**
	5%	**	**	**	**
It's too time consuming to go through the process of switching from one supplier to another	5	**	**	**	**
	4%	**	**	**	**
Problems/ issues with current provider not sufficiently bad/ frequent to switch	5	**	**	**	**
	4%	**	**	**	**
Too difficult/ too much hassle to change one service from my bundle	4	**	**	**	**
	4%	**	**	**	**
No/ not enough difference between providers	3	**	**	**	**
	3%	**	**	**	**
Can't get a good reception on Freeview where I live/ Can't get Freeview	3	**	**	**	**
	3%	**	**	**	**

Columns Tested: a,b,c,d



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different service supplier?**

Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	162	11	18	29	69
Effective Weighted Sample	107	8	12	15	60
Total	122	9	15	27	49
Concerned I may lose access to a service	3	**	**	**	**
2%		**	**	**	**
Prefer to stay with trusted/known provider	3	**	**	**	**
2%		**	**	**	**
Don't live in a cabled street/ can't get cable TV where I live	2	**	**	**	**
2%		**	**	**	**
Shopping around for a new provider is too much of a hassle or a chore	2	**	**	**	**
2%		**	**	**	**
Too big a risk that something will go wrong in the transition/ switch from one supplier to another	2	**	**	**	**
2%		**	**	**	**
Difficult to make comparisons between providers	2	**	**	**	**
2%		**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different service supplier?**

Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	162	11	18	29	69
Effective Weighted Sample	107	8	12	15	60
Total	122	9	15	27	49
Other providers don't offer the package of services I want/ specific service	1	**	**	**	**
	1%	**	**	**	**
Have a minimum notice period	1	**	**	**	**
	1%	**	**	**	**
Don't want to sign up to another package/ bundle of services	1	**	**	**	**
	1%	**	**	**	**
Other providers don't have all the channels I want	1	**	**	**	**
	1%	**	**	**	**
HASSLE	37	**	**	**	**
	30%	**	**	**	**
NO COST BENEFIT	37	**	**	**	**
	30%	**	**	**	**
PROVIDER SATISFACTION	23	**	**	**	**
	19%	**	**	**	**
TERMS AND CONDITIONS	23	**	**	**	**
	19%	**	**	**	**
SERVICE AVAILABILITY	10	**	**	**	**
	8%	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different service supplier?**

Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months

		<b>HOUSEHOLD INCOME</b>			
		<b>UP TO</b>			
	<b>Total</b>	<b>£11.5K</b>	<b>£11.5K-£17.5K</b>	<b>£17.5K-£29.9K</b>	<b>£30K+</b>
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	162	11	18	29	69
Effective Weighted Sample	107	8	12	15	60
Total	122	9	15	27	49
NO BENEFIT/ INCENTIVE	3	**	**	**	**
	3%	**	**	**	**
STAY WITH TRUSTED PROVIDER	3	**	**	**	**
	2%	**	**	**	**
RISK	2	**	**	**	**
	2%	**	**	**	**
CLARITY OF INFORMATION	2	**	**	**	**
	2%	**	**	**	**
Don't know	4	**	**	**	**
	3%	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 264**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB10B. Which one of these describes your situation now in terms of your package of services?**

Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB ~c	LL & TV & BB ~d	BROAD-		TV ~g	MOBILE ~h	VERY ~i	QUITE ~j	NOT ~k	LONGER				YES ~p	NO ~q	ACTIVE /OPEN ~r	NOT INT'TED ~s	YES t	NO ~u
						LINE e	BAND f						LAST YEAR ~l	AGO ~m	EVER ~n	NEVER ~o						
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	t	~u
Unweighted total	162	107	55	63	69	149	149	89	16	37	86	39	-	82	82	80	16	66	89	71	162	-
Effective Weighted Sample	107	76	32	44	52	110	106	66	8	27	55	26	-	62	62	47	14	48	56	50	107	-
Total	122	79	43	43	52	106	105	66	16	25	69	29	-	60	60	63	12	48	69	52	122	-
I am still considering switching providers	52 43%	25 31%	**	**	**	43 41%	41 39%	**	**	**	**	**	- -%	**	**	**	**	**	**	**	52 43%	- -%
I have decided to stay with my current provider	62 51%	50 63%	**	**	**	57 54%	60 57%	**	**	**	**	**	- -%	**	**	**	**	**	**	**	62 51%	- -%
Don't know	8 6%	4 6%	**	**	**	6 5%	4 4%	**	**	**	**	**	- -%	**	**	**	**	**	**	**	8 6%	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 264**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB10B. Which one of these describes your situation now in terms of your package of services?**

Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 ~a	£30- £49 ~b	£50+ ~c	INAC- TIVE ~d	PASSIVE ~e	INTER- ESTED ~f	ENG- AGED g	MALE ~h	FEMALE ~i	16-24 ~j	25-44 ~k	45-64 ~l	65-74 ~m	65+ ~n	75+ ~o	AB ~p	C1 ~q	C2 ~r	DE ~s	URBAN t	RURAL ~u
Significance Level: 95%	Total																					
Unweighted total	162	29	71	52	-	12	38	112	75	87	7	67	71	10	15	5	48	56	30	17	128	24
Effective Weighted Sample	107	21	50	31	-	7	27	73	53	56	7	61	69	10	14	5	38	34	20	14	85	16
Total	122	21	51	44	-	8	30	84	50	73	19	62	31	5	8	3	35	50	14	15	96	19
I am still considering switching providers	52	**	**	**	-	**	**	46	**	**	**	**	**	**	**	**	**	**	**	**	36	**
	43%	**	**	**	-%	**	**	54%	**	**	**	**	**	**	**	**	**	**	**	**	38%	**
I have decided to stay with my current provider	62	**	**	**	-	**	**	32	**	**	**	**	**	**	**	**	**	**	**	**	52	**
	51%	**	**	**	-%	**	**	38%	**	**	**	**	**	**	**	**	**	**	**	**	54%	**
Don't know	8	**	**	**	-	**	**	6	**	**	**	**	**	**	**	**	**	**	**	**	8	**
	6%	**	**	**	-%	**	**	8%	**	**	**	**	**	**	**	**	**	**	**	**	8%	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 264**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB10B. Which one of these describes your situation now in terms of your package of services?**

Base : Those who have considered changing provider for their whole package or individual services in thier package in the last 12 months

		HOUSEHOLD INCOME			
		UP TO			
		£11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		~a	~b	~c	~d
Significance Level: 95%	Total				
Unweighted total	162	11	18	29	69
Effective Weighted Sample	107	8	12	15	60
Total	122	9	15	27	49
I am still considering switching providers	52	**	**	**	**
	43%	**	**	**	**
I have decided to stay with my current provider	62	**	**	**	**
	51%	**	**	**	**
Don't know	8	**	**	**	**
	6%	**	**	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 265**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - SUMMARY OF BEHAVIOUR**

Base : Those with a bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-			VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							BAND	TV	MOBILE				LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
CHANGED PROVIDER IN LAST 12 MONTHS	77 10%	61 12% b	16 5%	36 11%	32 10%	76 10%	70 10%	38 9%	** **	41 11%	26 8%	10 9%	77 100% mno	- -%	77 22% mo	- -%	** **	64 23%	12 7%	65 11%	- -%	- -%
ACTIVELY LOOKING AT THE MOMENT	44 5%	23 4%	22 7%	24 7%	16 5%	43 6%	39 5%	18 4%	** **	7 2%	20 6% i	18 17% ij	3 4%	16 6%	19 5%	26 6%	** **	14 5%	44 24% s	- -%	- -%	- -%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	55 7%	37 7%	17 6%	24 7%	23 7%	53 7%	49 7%	27 6%	** **	10 3%	32 10% i	12 12% i	- -%	26 10% l	26 8% l	28 6% l	** **	20 7%	28 15% s	26 4%	55 45% u	- -%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	48 6%	30 6%	19 6%	15 5%	26 8%	43 6%	42 6%	31 7%	** **	9 2%	27 8% i	12 12% i	- -%	23 8% l	23 7% l	26 6% l	** **	19 7%	31 17% s	17 3%	48 40% u	- -%
NONE OF THESE	588 73%	364 71%	224 76%	234 71%	237 71%	528 71%	517 72%	318 74%	** **	313 82% jk	220 68% k	54 52%	- -%	207 76% ln	207 59% l	381 83% lmn	** **	170 60%	74 40%	507 83% r	19 16%	568 100% t

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 265**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - SUMMARY OF BEHAVIOUR**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%																						
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
CHANGED PROVIDER IN LAST 12 MONTHS	77 10%	24 12%	27 10%	21 8%	1 1%	- -%	23 8% de	53 27% def	33 8%	44 11%	** **	37 10%	28 11%	8 10%	9 9%	** **	26 12%	24 10%	10 7%	14 8%	57 9%	14 14%
ACTIVELY LOOKING AT THE MOMENT	44 5%	12 6%	16 6%	14 5%	- -%	- -%	29 10% de	15 8% de	22 6%	22 5%	** **	25 7%	14 6%	2 3%	3 3%	** **	12 6%	11 4%	10 7%	9 6%	36 6%	3 3%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	55 7%	14 7%	21 7%	17 6%	- -%	- -%	16 6% de	39 20% def	26 7%	29 7%	** **	29 8%	17 7%	3 3%	4 4%	** **	16 7% s	25 10% rs	5 4%	5 3%	43 7%	9 9%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	48 6%	7 3%	24 9% a	16 6%	- -%	6 4% d	8 3% d	34 17% def	17 4%	31 7%	** **	28 7% lm	9 3%	2 3%	4 4%	** **	12 6%	19 8%	5 3%	10 6%	39 6%	5 5%
NONE OF THESE	588 73%	149 72%	193 70%	199 74%	178 99% efg	137 96% fg	214 74% g	59 30%	293 75%	294 70%	** **	256 68%	193 74% k	67 82% k	83 82% k	** **	150 69%	175 69%	108 79% pq	127 78% pq	476 73%	65 68%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 265**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - SUMMARY OF BEHAVIOUR**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K a	£11.5K-£17.5K b	£17.5K-£29.9K c	£30K+ d
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
CHANGED PROVIDER IN LAST 12 MONTHS	77 10%	10 11%	6 8%	13 8%	37 12%
ACTIVELY LOOKING AT THE MOMENT	44 5%	6 6%	3 4%	9 6%	18 6%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	55 7%	3 4%	7 9%	10 6%	26 8%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	48 6%	6 7%	7 9%	6 4%	18 6%
NONE OF THESE	588 73%	63 73%	53 70%	119 75%	205 68%
Columns Tested: a,b,c,d					

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 266**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

Base : Those with a bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total			LL & BB	LL & TV & BB	LAND-LINE	BROAD-		MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		YES	NO				BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
CHANGED PROVIDER IN LAST 12 MONTHS	64 8%	50 10% b	14 5%	30 9%	25 8%	63 9%	57 8%	31 7%	** **	33 9%	22 7%	9 9%	64 83% mno	- -%	64 18% mo	- -%	** **	64 23%	9 5%	55 9%	- -%	- -%
ACTIVELY LOOKING AT THE MOMENT	44 5%	23 4%	22 7%	24 7%	16 5%	43 6%	39 5%	18 4%	** **	7 2%	20 6% i	18 17% ij	3 4%	16 6%	19 5%	26 6%	** **	14 5%	44 24% s	- -%	- -%	- -%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	55 7%	37 7%	17 6%	24 7%	23 7%	53 7%	49 7%	27 6%	** **	10 3%	32 10% i	12 12% i	- -%	26 10% l	26 8% l	28 6% l	** **	20 7%	28 15% s	26 4%	55 45% u	- -%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	48 6%	30 6%	19 6%	15 5%	26 8%	43 6%	42 6%	31 7%	** **	9 2%	27 8% i	12 12% i	- -%	23 8% l	23 7% l	26 6% l	** **	19 7%	31 17% s	17 3%	48 40% u	- -%
NONE OF THESE	600 74%	375 73%	226 76%	240 72%	243 73%	541 73%	530 74%	325 75%	** **	322 85% jk	223 69% k	54 52%	13 16%	207 76% ln	220 63% l	381 83% lmn	** **	170 60%	77 41%	517 84% r	19 16%	568 100% t

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 266**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%																						
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
CHANGED PROVIDER IN LAST 12 MONTHS	64 8%	18 9%	23 8%	19 7%	1 1%	- -%	22 8% de	41 21% def	29 7%	35 8%	** **	29 8%	23 9%	8 10%	9 9%	** **	22 10%	22 9%	8 5%	11 7%	48 7%	12 12%
ACTIVELY LOOKING AT THE MOMENT	44 5%	12 6%	16 6%	14 5%	- -%	- -%	29 10% de	15 8% de	22 6%	22 5%	** **	25 7%	14 6%	2 3%	3 3%	** **	12 6%	11 4%	10 7%	9 6%	36 6%	3 3%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	55 7%	14 7%	21 7%	17 6%	- -%	- -%	16 6% de	39 20% def	26 7%	29 7%	** **	29 8%	17 7%	3 3%	4 4%	** **	16 7% s	25 10% rs	5 4%	5 3%	43 7%	9 9%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	48 6%	7 3%	24 9% a	16 6%	- -%	6 4% d	8 3% d	34 17% def	17 4%	31 7%	** **	28 7% lm	9 3%	2 3%	4 4%	** **	12 6%	19 8%	5 3%	10 6%	39 6%	5 5%
NONE OF THESE	600 74%	155 76%	196 71%	201 75%	178 99% efg	137 96% fg	214 74% g	71 36%	297 76%	303 72%	** **	264 70%	197 76%	67 82% k	83 82% k	** **	155 72%	177 70%	110 80% pq	129 79% q	485 75%	67 70%
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 266**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K a	£11.5K-£17.5K b	£17.5K-£29.9K c	£30K+ d
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
CHANGED PROVIDER IN LAST 12 MONTHS	64 8%	7 9%	4 5%	11 7%	33 11%
ACTIVELY LOOKING AT THE MOMENT	44 5%	6 6%	3 4%	9 6%	18 6%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	55 7%	3 4%	7 9%	10 6%	26 8%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	48 6%	6 7%	7 9%	6 4%	18 6%
NONE OF THESE	600 74%	66 76%	55 73%	121 77%	209 69%
Columns Tested: a,b,c,d					

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 267**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-		MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
SWITCHED IN LAST 12 MONTHS	64 8%	50 10% b	14 5%	30 9%	25 8%	63 9%	57 8%	31 7%	** **	33 9%	22 7%	9 9%	64 83% mno	- -%	64 18% mo	- -%	** **	64 23%	9 5%	55 9%	- -%	- -%
SWITCHED 1-2 YEARS AGO	69 9%	47 9%	22 7%	24 7%	39 12% c	68 9%	67 9%	42 10%	** **	27 7%	33 10%	9 8%	- -%	69 25% lo	69 20% lo	- -%	** **	69 24%	21 11%	48 8%	18 14% u	47 8%
STILL CONSIDERING SWITCHING/ ACTIVELY LOOKING	87 11%	42 8%	45 15% a	41 12% g	28 8%	75 10%	69 10%	35 8%	** **	12 3%	44 14% i	31 30% ij	* *%	29 11% l	29 8% l	58 13% ln	** **	19 7%	79 42% s	7 1%	50 41% u	- -%
STAYING WITH CURRENT PROVIDER - DROPPED OUT OF PROCESS	25 3%	21 4% b	3 1%	8 2%	13 4%	23 3%	23 3%	17 4%	** **	4 1%	16 5% i	4 4% i	- -%	8 3%	8 2%	17 4%	** **	5 2%	9 5%	16 3%	25 20% u	- -%
STAYING WITH CURRENT PROVIDER - NOT STARTED PROCESS	30 4%	22 4%	8 3%	8 2%	16 5%	26 4%	29 4%	20 5%	** **	11 3%	14 4%	4 4%	- -%	16 6% lo	16 5% l	14 3%	** **	12 4%	9 5%	21 3%	30 24% u	- -%
NEITHER SWITCHED NOR CONSIDERED	534 66%	331 64%	204 69%	222 67%	211 63%	485 66%	471 66%	287 66%	** **	293 77% jk	195 60% k	46 44%	13 16%	150 55% ln	163 47% l	372 81% lmn	** **	114 40%	62 33%	467 76% r	- -%	522 92% t

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 267**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30-£49 b	£50+ c	INACTIVE d	PASSIVE e	INTERESTED f	ENGAGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%																						
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
SWITCHED IN LAST 12 MONTHS	64 8%	18 9%	23 8%	19 7%	1 1%	- -%	22 8% de	41 21% def	29 7%	35 8%	** **	29 8%	23 9%	8 10%	9 9%	** **	22 10%	22 9%	8 5%	11 7%	48 7%	12 12%
SWITCHED 1-2 YEARS AGO	69 9%	12 6%	23 8%	32 12% a	- -%	- -%	26 9% de	43 22% def	30 8%	39 9%	** **	31 8%	25 10%	6 8%	7 7%	** **	16 7%	31 12% s	10 7%	7 5%	55 8%	9 10%
STILL CONSIDERING SWITCHING/ ACTIVELY LOOKING	87 11%	17 9%	37 13%	29 11%	- -%	1 1%	36 12% de	50 26% def	42 11%	45 11%	** **	49 13% lmn	23 9%	4 5%	5 5%	** **	25 12%	30 12%	13 10%	14 8%	67 10%	10 11%
STAYING WITH CURRENT PROVIDER - DROPPED OUT OF PROCESS	25 3%	8 4%	8 3%	9 3%	- -%	- -%	10 3% de	15 7% def	11 3%	14 3%	** **	15 4%	5 2%	1 1%	2 2%	** **	6 3%	9 4%	4 3%	4 3%	22 3%	2 2%
STAYING WITH CURRENT PROVIDER - NOT STARTED PROCESS	30 4%	4 2%	10 4%	12 4%	- -%	7 5% d	9 3% d	14 7% df	8 2%	22 5% h	** **	13 3%	9 3%	2 2%	2 2%	** **	12 6% s	12 5%	3 2%	3 2%	26 4%	4 4%
NEITHER SWITCHED NOR CONSIDERED	534 66%	146 71% c	177 64%	166 62%	178 99% efg	135 94% fg	187 65% g	35 18%	270 69% i	264 63%	** **	237 63%	174 67%	61 74% k	77 76% kl	** **	135 62%	149 59%	100 73% pq	123 76% pq	432 67%	58 61%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 267**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
SWITCHED IN LAST 12 MONTHS	64	7	4	11	33
	8%	9%	5%	7%	11%
SWITCHED 1-2 YEARS AGO	69	5	6	10	33
	9%	6%	8%	6%	11%
STILL CONSIDERING SWITCHING/ ACTIVELY LOOKING	87	10	10	23	31
	11%	12%	13%	15%	10%
STAYING WITH CURRENT PROVIDER - DROPPED OUT OF PROCESS	25	1	4	6	12
	3%	1%	6% a	3%	4%
STAYING WITH CURRENT PROVIDER - NOT STARTED PROCESS	30	1	1	5	12
	4%	1%	2%	3%	4%
NEITHER SWITCHED NOR CONSIDERED	534	62	50	104	181
	66%	71% d	67%	66%	60%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 268**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - SUMMARY OF BEHAVIOUR**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-				VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND	TV	MOBILE				LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	~b	c	d	e	f	g	~h	i	j	~k	~l	m	n	o	~p	q	r	s	t	u
Unweighted total	795	795	-	333	348	755	726	427	69	408	303	82	94	291	385	410	62	321	151	634	107	562
Effective Weighted Sample	603	603	-	256	275	592	551	336	44	300	237	66	75	235	309	296	50	258	106	492	76	433
Total	514	514	-	201	234	480	466	287	48	260	202	51	61	187	248	266	42	204	104	404	79	352
CHANGED PROVIDER IN LAST 12 MONTHS	61 12%	61 12%	- -%	27 13%	27 11%	61 13%	56 12%	31 11%	** **	34 13%	21 10%	** **	** **	- -%	61 25% mo	- -%	** **	50 25%	9 9%	52 13%	- -%	- -%
ACTIVELY LOOKING AT THE MOMENT	23 4%	23 4%	- -%	14 7% g	9 4%	23 5%	21 5%	9 3%	** **	5 2%	11 6% i	** **	** **	10 5%	10 4%	13 5%	** **	7 4%	23 22% s	- -%	- -%	- -%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	37 7%	37 7%	- -%	14 7%	18 8%	37 8%	34 7%	22 8%	** **	7 3%	23 11% i	** **	** **	20 11%	20 8%	17 7%	** **	15 7%	15 15% s	21 5%	37 47% u	- -%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	30 6%	30 6%	- -%	6 3%	20 8% c	26 5%	26 6%	22 8% c	** **	5 2%	19 10% i	** **	** **	15 8%	15 6%	15 6%	** **	13 6%	18 17% s	12 3%	30 38% u	- -%
NONE OF THESE	364 71%	364 71%	- -%	140 70%	161 69%	334 70%	330 71%	204 71%	** **	208 80% j	128 63%	** **	** **	142 76% n	142 57%	222 83% mn	** **	120 59%	40 38%	319 79% r	12 15% t	352 100% t

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 268**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - SUMMARY OF BEHAVIOUR**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30-£49 b	£50+ c	INACTIVE d	PASSIVE e	INTERESTED f	ENGAGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 ~m	65+ ~n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL ~u
Significance Level: 95%																						
Unweighted total	795	218	274	252	180	139	283	193	415	380	13	287	393	81	94	13	206	229	193	127	652	99
Effective Weighted Sample	603	179	196	192	151	100	212	149	316	288	13	262	378	77	89	12	176	169	117	113	504	70
Total	514	130	179	176	103	97	182	133	261	253	33	248	173	45	52	7	146	161	90	94	418	63
CHANGED PROVIDER IN LAST 12 MONTHS	61	17	21	20	*	-	17	44	26	35	**	32	21	**	**	**	22	20	8	9	44	**
	12%	13%	12%	11%	*%	-%	9% de	33% def	10%	14%	**	13%	12%	**	**	**	15%	12%	8%	9%	10%	**
ACTIVELY LOOKING AT THE MOMENT	23	9	7	6	-	-	16	7	15	8	**	14	6	**	**	**	5	8	6	2	19	**
	4%	7%	4%	4%	-%	-%	9% de	5% de	6%	3%	**	6%	4%	**	**	**	4%	5%	7%	2%	5%	**
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	37	12	11	13	-	-	13	25	15	23	**	21	11	**	**	**	12	15	3	4	30	**
	7%	10%	6%	7%	-%	-%	7% de	19% def	6%	9%	**	8%	6%	**	**	**	8%	9% r	3%	4%	7%	**
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	30	2	14	11	-	2	8	20	11	19	**	18	6	**	**	**	9	10	4	6	25	**
	6%	2%	8% a	6% a	-%	2%	4% d	15% def	4%	8%	**	7% l	3%	**	**	**	6%	6%	5%	6%	6%	**
NONE OF THESE	364	88	127	126	102	95	128	38	196	168	**	163	129	**	**	**	99	108	69	73	300	**
	71%	68%	71%	72%	100% fg	98% fg	71% g	29%	75% i	66%	**	66%	75% k	**	**	**	67%	67%	77%	78%	72%	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 268**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - SUMMARY OF BEHAVIOUR**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	c	d
Unweighted total	795	72	76	155	313
Effective Weighted Sample	603	57	57	100	254
Total	514	45	49	102	214
CHANGED PROVIDER IN LAST 12 MONTHS	61	**	**	12	31
	12%	**	**	12%	14%
ACTIVELY LOOKING AT THE MOMENT	23	**	**	5	9
	4%	**	**	5%	4%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	37	**	**	7	18
	7%	**	**	7%	9%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	30	**	**	3	11
	6%	**	**	3%	5%
NONE OF THESE	364	**	**	75	145
	71%	**	**	74%	68%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 269**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total			LL & BB	LL & TV & BB	LAND-LINE	BROAD-		MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		YES	NO				BAND	TV					LAST YEAR	AGO	EVER	NEVER						
		a	~b	c	d	e	f	g	~h	i	j	~k	~l	m	n	o	~p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	795	795	-	333	348	755	726	427	69	408	303	82	94	291	385	410	62	321	151	634	107	562
Effective Weighted Sample	603	603	-	256	275	592	551	336	44	300	237	66	75	235	309	296	50	258	106	492	76	433
Total	514	514	-	201	234	480	466	287	48	260	202	51	61	187	248	266	42	204	104	404	79	352
CHANGED PROVIDER IN LAST 12 MONTHS	50	50	-	22	22	50	45	26	**	27	17	**	**	-	50	-	**	50	6	44	-	-
	10%	10%	-%	11%	9%	10%	10%	9%	**	10%	9%	**	**	-%	20% mo	-%	**	25%	6%	11%	-%	-%
ACTIVELY LOOKING AT THE MOMENT	23	23	-	14	9	23	21	9	**	5	11	**	**	10	10	13	**	7	23	-	-	-
	4%	4%	-%	7% g	4%	5%	5%	3%	**	2%	6% i	**	**	5%	4%	5%	**	4%	22% s	-%	-%	-%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	37	37	-	14	18	37	34	22	**	7	23	**	**	20	20	17	**	15	15	21	37	-
	7%	7%	-%	7%	8%	8%	7%	8%	**	3%	11% i	**	**	11%	8%	7%	**	7%	15% s	5%	47% u	-%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	30	30	-	6	20	26	26	22	**	5	19	**	**	15	15	15	**	13	18	12	30	-
	6%	6%	-%	3%	8% c	5%	6%	8% c	**	2%	10% i	**	**	8%	6%	6%	**	6%	17% s	3%	38% u	-%
NONE OF THESE	375	375	-	145	165	345	341	209	**	215	131	**	**	142	153	222	**	120	43	327	12	352
	73%	73%	-%	72%	71%	72%	73%	73%	**	83% j	65%	**	**	76% n	62%	83% mn	**	59%	41%	81% r	15%	100% t

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 269**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 ~m	65+ ~n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL ~u
Significance Level: 95%																						
Unweighted total	795	218	274	252	180	139	283	193	415	380	13	287	393	81	94	13	206	229	193	127	652	99
Effective Weighted Sample	603	179	196	192	151	100	212	149	316	288	13	262	378	77	89	12	176	169	117	113	504	70
Total	514	130	179	176	103	97	182	133	261	253	33	248	173	45	52	7	146	161	90	94	418	63
CHANGED PROVIDER IN LAST 12 MONTHS	50 10%	11 9%	18 10%	18 10%	* *%	- -%	17 9% de	33 25% def	23 9%	27 11%	** **	25 10%	18 11%	** **	** **	** **	18 12%	19 12%	6 6%	7 8%	37 9%	** **
ACTIVELY LOOKING AT THE MOMENT	23 4%	9 7%	7 4%	6 4%	- -%	- -%	16 9% de	7 5% de	15 6%	8 3%	** **	14 6%	6 4%	** **	** **	** **	5 4%	8 5%	6 7%	2 2%	19 5%	** **
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	37 7%	12 10%	11 6%	13 7%	- -%	- -%	13 7% de	25 19% def	15 6%	23 9%	** **	21 8%	11 6%	** **	** **	** **	12 8%	15 9% r	3 3%	4 4%	30 7%	** **
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	30 6%	2 2%	14 8% a	11 6% a	- -%	2 2%	8 4% d	20 15% def	11 4%	19 8%	** **	18 7% l	6 3%	** **	** **	** **	9 6%	10 6%	4 5%	6 6%	25 6%	** **
NONE OF THESE	375 73%	94 73%	130 73%	128 73%	102 100% fg	95 98% fg	128 71% g	49 37%	199 76%	176 70%	** **	170 68%	132 77% k	** **	** **	** **	103 70%	109 68%	71 79% q	75 79% q	306 73%	** **
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 269**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	c	d
Unweighted total	795	72	76	155	313
Effective Weighted Sample	603	57	57	100	254
Total	514	45	49	102	214
CHANGED PROVIDER IN LAST 12 MONTHS	50	**	**	10	27
	10%	**	**	10%	13%
ACTIVELY LOOKING AT THE MOMENT	23	**	**	5	9
	4%	**	**	5%	4%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	37	**	**	7	18
	7%	**	**	7%	9%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	30	**	**	3	11
	6%	**	**	3%	5%
NONE OF THESE	375	**	**	77	148
	73%	**	**	76%	69%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 270**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
Significance Level: 95%		a	~b	c	d	e	f	g	~h	i	j	~k	~l	m	n	o	~p	q	r	s	t	u
Unweighted total	795	795	-	333	348	755	726	427	69	408	303	82	94	291	385	410	62	321	151	634	107	562
Effective Weighted Sample	603	603	-	256	275	592	551	336	44	300	237	66	75	235	309	296	50	258	106	492	76	433
Total	514	514	-	201	234	480	466	287	48	260	202	51	61	187	248	266	42	204	104	404	79	352
SWITCHED IN LAST 12 MONTHS	50 10%	50 10%	- ~%	22 11%	22 9%	50 10%	45 10%	26 9%	** **	27 10%	17 9%	** **	** **	- ~%	50 20% mo	- ~%	** **	50 25%	6 6%	44 11%	- ~%	- ~%
SWITCHED 1-2 YEARS AGO	47 9%	47 9%	- ~%	14 7%	28 12%	46 10%	46 10%	30 10%	** **	19 7%	21 10%	** **	** **	47 25% o	47 19% o	- ~%	** **	47 23%	14 13%	33 8%	12 16%	32 9%
STILL CONSIDERING SWITCHING/ ACTIVELY LOOKING	42 8%	42 8%	- ~%	18 9%	19 8%	39 8%	35 8%	22 8%	** **	6 2%	23 12% i	** **	** **	17 9%	17 7%	25 9%	** **	12 6%	37 36% s	4 1%	23 29% u	- ~%
STAYING WITH CURRENT PROVIDER - DROPPED OUT OF PROCESS	21 4%	21 4%	- ~%	7 4%	11 5%	20 4%	20 4%	14 5%	** **	3 1%	14 7% i	** **	** **	6 3%	6 2%	15 6% n	** **	4 2%	7 7%	14 3%	21 27% u	- ~%
STAYING WITH CURRENT PROVIDER - NOT STARTED PROCESS	22 4%	22 4%	- ~%	5 2%	12 5%	19 4%	21 5%	15 5%	** **	10 4%	11 5%	** **	** **	14 8% o	14 6%	8 3%	** **	11 5%	5 5%	17 4%	22 28% u	- ~%
NEITHER SWITCHED NOR CONSIDERED	331 64%	331 64%	- ~%	135 67%	142 61%	306 64%	299 64%	180 63%	** **	194 75% j	115 57%	** **	** **	102 55% n	113 45%	218 82% mn	** **	81 40%	34 33%	291 72% r	- ~%	320 91% t

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 270**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30-£49 b	£50+ c	INACTIVE d	PASSIVE e	INTERESTED f	ENGAGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 ~m	65+ ~n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL ~u
Significance Level: 95%																						
Unweighted total	795	218	274	252	180	139	283	193	415	380	13	287	393	81	94	13	206	229	193	127	652	99
Effective Weighted Sample	603	179	196	192	151	100	212	149	316	288	13	262	378	77	89	12	176	169	117	113	504	70
Total	514	130	179	176	103	97	182	133	261	253	33	248	173	45	52	7	146	161	90	94	418	63
SWITCHED IN LAST 12 MONTHS	50	11	18	18	*	-	17	33	23	27	**	25	18	**	**	**	18	19	6	7	37	**
	10%	9%	10%	10%	*%	-%	9% de	25% def	9%	11%	**	10%	11%	**	**	**	12%	12%	6%	8%	9%	**
SWITCHED 1-2 YEARS AGO	47	9	17	21	-	-	17	30	21	26	**	23	18	**	**	**	11	23	7	4	38	**
	9%	7%	10%	12%	-%	-%	9% de	22% def	8%	10%	**	9%	11%	**	**	**	8%	14% s	8%	4%	9%	**
STILL CONSIDERING SWITCHING/ ACTIVELY LOOKING	42	10	18	13	-	*	21	21	24	19	**	24	12	**	**	**	13	12	8	6	35	**
	8%	8%	10%	7%	-%	*%	12% de	16% de	9%	7%	**	10%	7%	**	**	**	9%	7%	9%	7%	8%	**
STAYING WITH CURRENT PROVIDER - DROPPED OUT OF PROCESS	21	8	6	7	-	-	9	13	8	13	**	14	3	**	**	**	5	8	3	4	19	**
	4%	6%	4%	4%	-%	-%	5% de	10% de	3%	5%	**	6% l	2%	**	**	**	3%	5%	4%	4%	4%	**
STAYING WITH CURRENT PROVIDER - NOT STARTED PROCESS	22	2	6	12	-	4	8	11	6	16	**	11	7	**	**	**	12	6	3	2	18	**
	4%	1%	4%	7% a	-%	4% d	4% d	8% d	2%	6% h	**	4%	4%	**	**	**	8% s	4%	3%	2%	4%	**
NEITHER SWITCHED NOR CONSIDERED	331	89	114	106	102	93	110	26	179	152	**	151	115	**	**	**	88	94	64	70	272	**
	64%	68%	63%	60%	100% efg	96% fg	61% g	19%	69% i	60%	**	61%	67%	**	**	**	60%	58%	71% q	75% pq	65%	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 270**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - OVERALL SWITCHING LEVELS AND DROP OUT - EXCLUDING MOVERS**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	c	d
Unweighted total	795	72	76	155	313
Effective Weighted Sample	603	57	57	100	254
Total	514	45	49	102	214
SWITCHED IN LAST 12 MONTHS	50	**	**	10	27
	10%	**	**	10%	13%
SWITCHED 1-2 YEARS AGO	47	**	**	7	26
	9%	**	**	7%	12%
STILL CONSIDERING SWITCHING/ ACTIVELY LOOKING	42	**	**	8	15
	8%	**	**	8%	7%
STAYING WITH CURRENT PROVIDER - DROPPED OUT OF PROCESS	21	**	**	5	10
	4%	**	**	5%	5%
STAYING WITH CURRENT PROVIDER - NOT STARTED PROCESS	22	**	**	4	9
	4%	**	**	4%	4%
NEITHER SWITCHED NOR CONSIDERED	331	**	**	67	127
	64%	**	**	66%	59%

Columns Tested: a,b,c,d



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 271**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB18. In the last two years have you seen a better deal with a different service supplier and asked your current supplier to match this? IF YES - Which of the following best describes what happened?**

Base : Those with a bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Yes - and my current supplier matched the deal	45 6%	34 7%	11 4%	17 5%	19 6%	41 6%	41 6%	26 6%	** **	19 5%	20 6%	6 6%	1 1%	13 5%	14 4%	32 7% l	** **	11 4%	10 5%	34 6%	7 6%	35 6%
Yes - and my current supplier almost matched the deal	9 1%	7 1%	1 *%	* *%	6 2% c	8 1%	8 1%	7 2% c	** **	4 1%	4 1%	- -%	1 2%	1 *%	2 1%	6 1%	** **	1 1%	2 1%	7 1%	2 2%	5 1%
Yes - but my current supplier failed to match the deal	13 2%	9 2%	4 1%	8 2%	3 1%	11 2%	13 2%	5 1%	** **	5 1%	3 1%	5 5% ij	3 4% o	5 2%	8 2%	5 1%	** **	8 3%	6 3% s	7 1%	2 2%	4 1%
Yes - but my current supplier would not negotiate	5 1%	2 *%	3 1%	- -%	4 1% c	5 1%	4 1%	5 1% c	** **	- -%	3 1% i	1 1% i	- -%	1 1%	1 *%	3 1%	** **	1 1%	4 2% s	1 *%	2 1%	1 *%
No - I have not asked my current supplier to match another deal in the last year	728 90%	456 89%	273 92%	301 91%	297 89%	665 90%	641 90%	385 89%	** **	348 91%	291 90%	88 85%	70 91%	252 93% o	322 92%	407 88%	** **	260 92%	165 88%	559 91%	109 89%	516 91%
Don't know	9 1%	6 1%	3 1%	5 2%	3 1%	9 1%	8 1%	3 1%	** **	5 1%	2 *%	2 2%	2 2% m	- -%	2 *%	7 2% m	** **	2 1%	1 *%	6 1%	* *%	7 1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 271**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB18. In the last two years have you seen a better deal with a different service supplier and asked your current supplier to match this? IF YES - Which of the following best describes what happened?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30-£49 b	£50+ c	INAC-TIVE d	PASSIVE e	INTER-ESTED f	ENG-AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%																						
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Yes - and my current supplier matched the deal	45 6%	10 5%	19 7%	16 6%	- -%	12 9% df	11 4% d	22 11% df	28 7% i	17 4%	** **	25 7%	16 6%	3 4%	4 4%	** **	9 4%	16 6%	7 5%	11 7%	38 6%	4 4%
Yes - and my current supplier almost matched the deal	9 1%	2 1%	1 *% b	6 2% b	- -%	3 2% df	1 *% df	4 2% df	5 1%	4 1%	** **	8 2% l	1 1%	- -%	- -%	** **	3 2%	3 1%	2 2%	- -%	8 1%	* 1%
Yes - but my current supplier failed to match the deal	13 2%	2 1%	5 2%	6 2%	- -%	2 1%	2 1%	10 5% df	5 1%	8 2%	** **	8 2%	4 2%	1 1%	1 1%	** **	4 2%	4 2%	2 2%	2 1%	10 2%	2 3%
Yes - but my current supplier would not negotiate	5 1%	1 *%	2 1%	2 1%	- -%	1 1%	- -%	4 2% df	1 *%	3 1%	** **	3 1%	2 1%	- -%	- -%	** **	2 1%	* *%	1 1%	1 1%	3 1%	- -%
No - I have not asked my current supplier to match another deal in the last year	728 90%	187 91%	246 89%	237 89%	174 97% efg	124 86%	272 94% eg	158 80%	348 89%	381 91%	** **	329 88%	231 89%	76 93%	94 92%	** **	197 91%	227 89%	123 90%	145 89%	581 90%	87 92%
Don't know	9 1%	3 1%	4 1%	1 *%	5 3% g	1 *%	4 1%	- -%	3 1%	6 1%	** **	2 1%	3 1%	2 3% k	3 3% k	** **	* *%	3 1%	1 1%	3 2% p	8 1%	1 1%
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 271**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB18. In the last two years have you seen a better deal with a different service supplier and asked your current supplier to match this? IF YES - Which of the following best describes what happened?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Yes - and my current supplier matched the deal	45 6%	1 2%	5 6%	8 5%	25 8% a
Yes - and my current supplier almost matched the deal	9 1%	- -%	1 2%	1 1%	4 1%
Yes - but my current supplier failed to match the deal	13 2%	1 1%	2 2%	3 2%	5 2%
Yes - but my current supplier would not negotiate	5 1%	1 1%	* 1%	2 2%	1 *%
No - I have not asked my current supplier to match another deal in the last year	728 90%	82 94% d	67 89%	144 91%	265 88%
Don't know	9 1%	2 2%	- -%	* *%	2 1%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 272**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (PACKAGE SERVICE PROVIDER)? They are the best provider on the market. Do you...**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-		MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Agree strongly	188 23%	126 25%	62 21%	73 22%	79 24%	170 23%	171 24%	107 25%	** **	151 40%	35 11%	2 2%	18 24%	65 24%	83 24%	105 23%	** **	65 23%	11 6%	177 29%	6 5%	160 28%
Agree slightly	231 29%	158 31%	74 25%	91 27%	98 30%	210 28%	195 27%	127 29%	** **	113 30%	109 34%	9 9%	28 36%	65 24%	93 27%	138 30%	** **	73 26%	46 24%	185 30%	42 35%	151 27%
TOTAL AGREE	419 52%	284 55%	135 46%	164 49%	177 53%	379 51%	366 51%	235 54%	** **	264 69%	144 45%	11 10%	46 60%	130 48%	176 50%	243 53%	** **	138 49%	57 30%	362 59%	49 40%	311 55%
Neither	265 33%	162 32%	103 35%	106 32%	112 34%	243 33%	241 34%	142 33%	** **	87 23%	125 39%	52 50%	19 25%	99 36%	119 34%	146 32%	** **	99 35%	77 41%	184 30%	44 36%	189 33%
Disagree slightly	59 7%	31 6%	28 10%	27 8%	24 7%	55 7%	50 7%	28 6%	** **	6 2%	31 10%	21 20%	5 7%	22 8%	27 8%	32 7%	** **	25 9%	31 16%	27 4%	20 16%	25 4%
Disagree strongly	24 3%	13 3%	11 4%	14 4%	7 2%	21 3%	22 3%	8 2%	** **	4 1%	4 1%	17 17%	4 5%	8 3%	11 3%	13 3%	** **	9 3%	14 7%	11 2%	5 4%	10 2%
TOTAL DISAGREE	83 10%	44 9%	39 13%	40 12%	31 9%	77 10%	72 10%	36 8%	** **	10 3%	35 11%	38 37%	9 11%	29 11%	38 11%	46 10%	** **	34 12%	45 24%	38 6%	25 20%	35 6%
Don't know	42 5%	24 5%	18 6%	22 7%	12 4%	41 6%	36 5%	20 5%	** **	19 5%	19 6%	3 3%	2 3%	14 5%	16 5%	25 6%	** **	13 5%	9 5%	31 5%	5 4%	33 6%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 272**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (PACKAGE SERVICE PROVIDER)? They are the best provider on the market. Do you...**

Base : Those with a bundle of services, where the bill is paid within the household

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%	Total																					
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Agree strongly	188 23%	47 23%	52 19%	69 26% b	1 1%	1 1%	135 47% deg	51 26% de	109 28% i	79 19%	** **	90 24%	56 21%	23 28%	29 29% l	** **	44 20%	55 22%	34 25%	45 28%	156 24% u	15 16%
Agree slightly	231 29%	56 27%	83 30%	77 29%	3 2%	117 82% dfg	40 14% d	71 36% df	111 29%	120 29%	** **	114 31% ln	58 22%	19 23%	20 19%	** **	60 28%	82 33% s	37 27%	39 24%	186 29%	27 29%
TOTAL AGREE	419 52%	102 50%	136 49%	146 55%	5 3%	118 83% dfg	175 60% d	122 62% d	221 57% i	199 47%	** **	204 55% l	114 44%	42 51%	49 48%	** **	103 48%	137 54%	71 52%	84 51%	341 53%	42 44%
Neither	265 33%	66 32%	96 35%	85 32%	127 71% efg	16 11%	80 28% e	42 21% e	113 29%	151 36% h	** **	112 30%	102 39%	28 34%	33 33%	** **	82 38%	71 28%	47 35%	55 34%	216 33%	29 31%
Disagree slightly	59 7%	13 6%	23 8%	20 7%	17 9% f	6 4%	14 5%	22 11% ef	24 6%	35 8%	** **	32 9% m	19 7%	3 3%	5 5%	** **	14 7%	27 10% r	6 4%	11 7%	44 7%	9 9%
Disagree strongly	24 3%	7 3%	9 3%	8 3%	6 3%	1 1%	10 3%	7 4%	13 3%	12 3%	** **	14 4% n	10 4% n	1 1%	1 1%	** **	6 3%	6 3%	7 5%	3 2%	16 2%	7 7% t
TOTAL DISAGREE	83 10%	20 10%	32 12%	28 10%	23 13% e	7 5%	24 8%	29 15% ef	37 9%	46 11%	** **	46 12% mn	29 11% mn	3 4%	6 6%	** **	20 9%	33 13%	13 9%	13 8%	60 9%	16 16% t
Don't know	42 5%	17 8% c	13 5%	8 3%	24 14% efg	2 1%	11 4%	4 2%	19 5%	23 5%	** **	13 3%	14 6%	10 12% kl	14 13% kl	** **	10 5%	13 5%	6 4%	11 7%	32 5%	8 9%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 272**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (PACKAGE SERVICE PROVIDER)? They are the best provider on the market. Do you...**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Agree strongly	188	25	18	36	59
	23%	29%	24%	23%	19%
		d			
Agree slightly	231	19	23	50	93
	29%	22%	30%	32%	31%
TOTAL AGREE	419	44	41	86	152
	52%	51%	54%	54%	50%
Neither	265	27	23	52	100
	33%	31%	30%	33%	33%
Disagree slightly	59	9	6	10	23
	7%	11%	7%	7%	8%
Disagree strongly	24	3	2	4	12
	3%	3%	2%	3%	4%
TOTAL DISAGREE	83	12	7	15	35
	10%	14%	10%	9%	12%
Don't know	42	3	5	6	16
	5%	4%	6%	4%	5%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 273**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB21. If you were looking for advice or information on different options and suppliers for packaged services, where would you turn to for trusted information?**

Base : Those with a bundle of services, where the bill is paid within the household

		RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Internet in general	474	318	155	194	208	440	431	260	**	228	193	52	49	164	212	261	**	167	111	360	74	323
	59%	62%	53%	59%	62%	60%	60%	60%	**	60%	60%	50%	63%	60%	61%	57%	**	59%	59%	59%	61%	57%
		b								k												
Family members	89	54	35	39	33	83	75	47	**	46	29	14	7	31	38	51	**	35	18	68	9	71
	11%	11%	12%	12%	10%	11%	10%	11%	**	12%	9%	13%	9%	11%	11%	11%	**	12%	10%	11%	7%	12%
Friends	86	53	33	39	30	77	77	39	**	32	38	16	7	30	37	49	**	32	30	56	16	56
	11%	10%	11%	12%	9%	10%	11%	9%	**	8%	12%	15%	9%	11%	11%	11%	**	11%	16%	9%	13%	10%
									i										s			
Cost comparison websites	80	50	30	36	29	69	76	34	**	35	32	12	7	33	40	39	**	33	32	46	18	51
	10%	10%	10%	11%	9%	9%	11%	8%	**	9%	10%	12%	9%	12%	12%	9%	**	11%	17%	8%	15%	9%
																			s			
Websites of suppliers/ service providers	58	35	23	20	25	49	56	31	**	26	24	8	4	19	23	35	**	18	25	33	13	38
	7%	7%	8%	6%	8%	7%	8%	7%	**	7%	7%	8%	5%	7%	7%	8%	**	6%	14%	5%	11%	7%
																			s			
Magazines/ newspapers	35	19	16	16	14	33	31	17	**	15	14	6	5	11	15	20	**	14	10	25	3	25
	4%	4%	5%	5%	4%	4%	4%	4%	**	4%	4%	6%	6%	4%	4%	4%	**	5%	5%	4%	3%	4%
Supplier already using for this service	28	20	8	8	12	23	25	16	**	17	9	2	3	10	13	15	**	13	3	25	4	21
	3%	4%	3%	2%	4%	3%	3%	4%	**	5%	3%	2%	4%	4%	4%	3%	**	5%	2%	4%	3%	4%
TV/ radio programmes/ advertising	17	11	6	5	6	13	13	12	**	8	7	2	*	5	6	12	**	5	4	13	4	12
	2%	2%	2%	2%	2%	2%	2%	3%	**	2%	2%	2%	%	2%	2%	3%	**	2%	2%	2%	3%	2%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 273**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB21. If you were looking for advice or information on different options and suppliers for packaged services, where would you turn to for trusted information?**

Base : Those with a bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total			LL & BB	LL & TV & BB	BROAD-LINE			MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		YES	NO			LL & BB	TV & BB	BAND					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Visit shop/ store selling technology/ device	16 2%	7 1%	8 3%	5 1%	4 1%	10 1%	10 1%	6 1%	** **	7 2%	6 2%	3 3%	1 1%	4 2%	5 2%	10 2%	** **	5 2%	6 3%	10 2%	6 5%	8 1%
Colleagues	14 2%	11 2%	3 1%	9 3%	3 1%	13 2%	13 2%	5 1%	** **	5 1%	6 2%	2 2%	1 2%	5 2%	6 2%	8 2%	** **	5 2%	3 1%	11 2%	2 2%	10 2%
Another supplier not already using	12 2%	7 1%	6 2%	3 1%	3 1%	9 1%	11 1%	6 1%	** **	7 2%	2 1%	3 3%	3 4%	4 2%	7 2%	5 1%	** **	7 2%	4 2%	8 1%	4 3%	4 1%
Leaflets in stores/ post	6 1%	4 1%	2 1%	2 1%	1 *%	5 1%	5 1%	4 1%	** **	3 1%	3 1%	- -%	- -%	1 *%	1 *%	5 1%	** **	1 *%	2 1%	4 1%	1 1%	5 1%
Government body/ regulator	2 *%	- -%	2 1%	1 *%	1 *%	2 *%	2 *%	1 *%	** **	- -%	1 *%	1 1%	* 1%	- -%	* *%	2 *%	** **	* *%	2 1%	* *%	1 1%	- -%
Other	* *%	* *%	- -%	* *%	- -%	* *%	* *%	- -%	** **	- -%	* *%	- -%	- -%	- -%	- -%	* *%	** **	- -%	- -%	* *%	- -%	* *%
ONLINE (EXCLUDING SUPPLIER WEBSITES)	528 65%	352 69%	176 60%	217 65%	230 69%	488 66%	482 67%	287 66%	** **	252 66%	214 66%	62 60%	53 69%	186 68%	239 68%	289 63%	** **	189 66%	130 69%	395 64%	88 72%	357 63%
RELATIVES/ FRIENDS	143 18%	89 17%	54 18%	64 19%	50 15%	129 17%	122 17%	68 16%	** **	62 16%	56 17%	24 24%	10 13%	50 18%	60 17%	82 18%	** **	54 19%	36 19%	105 17%	21 17%	105 19%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 273**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB21. If you were looking for advice or information on different options and suppliers for packaged services, where would you turn to for trusted information?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB	LL & TV & BB	BROAD-			MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
SUPPLIERS	106	64	42	35	42	88	94	54	**	52	38	16	10	34	44	62	**	37	35	71	24	67
	13%	12%	14%	11%	13%	12%	13%	13%	**	14%	12%	16%	13%	12%	13%	14%	**	13%	19% s	12%	20% u	12%
MEDIA/ ADVERTISING	49	29	19	19	20	42	41	27	**	21	20	7	5	15	20	29	**	17	12	37	7	35
	6%	6%	7%	6%	6%	6%	6%	6%	**	6%	6%	7%	6%	6%	6%	6%	**	6%	6%	6%	6%	6%
LITERATURE	6	4	2	2	1	5	5	4	**	3	3	-	-	1	1	5	**	1	2	4	1	5
	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	0%	0%	1%	1%	1%	**	1%	1%	1%	1%	1%
GOVERNMENT BODY	2	-	2	1	1	2	2	1	**	-	1	1	*	-	*	2	**	*	2	*	1	-
	0%	0%	1%	0%	0%	0%	0%	0%	**	0%	0%	1%	1%	0%	0%	0%	**	0%	1%	0%	1%	0%
			a									i							s		u	
Would not look for information/ advice	8	4	4	2	2	7	7	6	**	6	2	-	1	1	1	7	**	1	1	7	-	7
	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	0%	1%	0%	0%	1%	**	0%	0%	1%	0%	1%
Don't know	65	29	36	28	25	60	54	35	**	33	22	10	5	20	25	40	**	20	10	54	3	55
	8%	6%	12%	8%	7%	8%	8%	8%	**	9%	7%	10%	6%	7%	7%	9%	**	7%	5%	9%	2%	10% t
			a																			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 273**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB21. If you were looking for advice or information on different options and suppliers for packaged services, where would you turn to for trusted information?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%																						
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Internet in general	474	115	165	167	88	89	174	122	229	245	**	256	146	30	31	**	140	156	80	70	381	53
	59%	56%	60%	63%	49%	62%	60%	62%	59%	58%	**	68%	56%	37%	31%	**	65%	62%	58%	43%	59%	56%
						d	d	d				lmn	mn				s	s	s			
Family members	89	27	28	24	28	13	33	14	39	50	**	22	33	20	29	**	20	22	18	27	74	11
	11%	13%	10%	9%	16%	9%	11%	7%	10%	12%	**	6%	13%	25%	28%	**	9%	9%	13%	17%	11%	11%
					eg								k	kl	kl				pq			
Friends	86	18	37	21	21	8	35	22	38	48	**	37	29	9	12	**	20	27	15	20	69	12
	11%	9%	14%	8%	12%	6%	12%	11%	10%	11%	**	10%	11%	11%	12%	**	9%	11%	11%	12%	11%	12%
			c				e															
Cost comparison websites	80	28	31	16	13	12	30	24	36	44	**	39	21	5	7	**	22	31	14	11	57	13
	10%	14%	11%	6%	7%	9%	10%	12%	9%	10%	**	10%	8%	6%	7%	**	10%	12%	10%	7%	9%	13%
		c	c																			
Websites of suppliers/ service providers	58	15	25	15	9	8	20	21	36	22	**	27	21	4	5	**	15	29	6	6	43	4
	7%	7%	9%	6%	5%	6%	7%	11%	9%	5%	**	7%	8%	4%	5%	**	7%	11%	4%	4%	7%	4%
								d	i									rs				
Magazines/ newspapers	35	13	10	9	10	4	10	11	18	17	**	14	13	6	8	**	12	11	4	8	32	1
	4%	6%	3%	4%	6%	3%	3%	6%	5%	4%	**	4%	5%	8%	8%	**	5%	4%	3%	5%	5%	2%
															k							
Supplier already using for this service	28	5	7	14	4	3	13	8	13	15	**	10	11	3	5	**	8	8	4	7	20	4
	3%	2%	3%	5%	2%	2%	5%	4%	3%	3%	**	3%	4%	4%	4%	**	4%	3%	3%	5%	3%	5%
TV/ radio programmes/ advertising	17	5	6	5	2	1	7	7	8	9	**	10	4	1	2	**	2	3	5	6	16	1
	2%	3%	2%	2%	1%	1%	2%	3%	2%	2%	**	3%	2%	1%	2%	**	1%	1%	3%	4%	2%	1%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 273**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB21. If you were looking for advice or information on different options and suppliers for packaged services, where would you turn to for trusted information?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER	£30-		INAC-		INTER-	ENG-	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30	£49	£50+	TIVE	PASSIVE	ESTED	AGED			~j	k	l	m	n	~o	p	q	r	s	t	u
Significance Level: 95%		a	b	c	d	e	f	g	h	i												
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Visit shop/ store selling technology/ device	16 2%	3 2%	4 2%	8 3%	3 1%	1 1%	8 3%	4 2%	2 1%	13 3% h	** **	5 1%	2 1%	3 4% l	4 4% kl	** **	2 1%	7 3%	1 1%	5 3%	14 2%	1 1%
Colleagues	14 2%	5 3%	4 1%	3 1%	3 2%	1 1%	7 2%	3 2%	11 3% i	3 1%	** **	8 2%	4 1%	2 2%	2 2%	** **	6 3%	4 2%	1 1%	2 1%	10 2%	2 3%
Another supplier not already using	12 2%	2 1%	4 1%	6 2%	- -%	2 1%	6 2% d	4 2% d	5 1%	7 2%	** **	2 1%	5 2%	1 2%	1 1%	** **	3 1%	3 1%	2 2%	3 2%	9 1%	3 3%
Leaflets in stores/ post	6 1%	2 1%	1 *% c	1 *% c	2 1%	- -%	2 1%	1 1%	3 1%	3 1%	** **	3 1%	3 1%	- -%	- -%	** **	* *% p	2 1%	1 1%	2 1%	5 1%	1 1%
Government body/ regulator	2 *% q	1 1%	- -%	1 *% c	- -%	- -%	1 1%	1 *% g	1 *% h	1 *% i	** **	2 1%	* *% l	- -%	- -%	** **	1 1%	1 *% q	- -%	- -%	2 *% t	- -%
Other	* *% r	- -%	* *% c	- -%	- -%	* *% e	- -%	- -%	* *% h	- -%	** **	- -%	- -%	* *% m	* *% n	** **	- -%	- -%	* *% r	- -%	* *% u	- -%
ONLINE (EXCLUDING SUPPLIER WEBSITES)	528 65%	136 66%	184 66%	179 67%	98 55%	98 69% d	193 66% d	139 70% d	255 65%	274 65%	** **	283 76% lmn	158 61% mn	34 41%	37 36%	** **	154 71% s	179 71% s	88 65% s	78 48%	419 65%	62 65%
RELATIVES/ FRIENDS	143 18%	35 17%	57 21% c	34 13%	42 23% eg	18 13%	55 19%	28 14%	63 16%	80 19%	** **	45 12%	50 19%	26 32% k	36 35% kl	** **	34 16%	38 15%	27 20%	39 24% pq	117 18%	19 20%
SUPPLIERS	106 13%	23 11%	39 14%	40 15%	15 8%	13 9%	44 15% d	35 17% de	53 14%	53 13%	** **	41 11%	37 14%	11 13%	14 14%	** **	24 11%	43 17% pr	14 10%	21 13%	82 13%	10 11%
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 273**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB21. If you were looking for advice or information on different options and suppliers for packaged services, where would you turn to for trusted information?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%																						
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
MEDIA/ ADVERTISING	49	16	15	13	12	5	16	15	24	24	**	22	17	7	10	**	13	13	7	13	44	2
	6%	8%	6%	5%	7%	4%	6%	7%	6%	6%	**	6%	6%	8%	9%	**	6%	5%	5%	8%	7%	2%
LITERATURE	6	2	1	1	2	-	2	1	3	3	**	3	3	-	-	**	*	2	1	2	5	1
	1%	1%	*%	*%	1%	-%	1%	1%	1%	1%	**	1%	1%	-%	-%	**	*%	1%	1%	1%	1%	1%
GOVERNMENT BODY	2	1	-	1	-	-	1	1	1	1	**	2	*	-	-	**	1	1	-	-	2	-
	*%	1%	-%	*%	-%	-%	1%	*%	*%	*%	**	1%	*%	-%	-%	**	1%	*%	-%	-%	*%	-%
Would not look for information/ advice	8	1	3	3	3	*	4	1	6	2	**	2	3	2	2	**	2	1	2	3	7	1
	1%	*%	1%	1%	2%	*%	1%	*%	1%	1%	**	1%	1%	3% k	2% k	**	1%	*%	1%	2%	1%	1%
Don't know	65	17	16	23	22	13	20	10	27	39	**	19	26	12	14	**	14	14	11	23	52	9
	8%	8%	6%	9%	13% fg	9%	7%	5%	7%	9%	**	5%	10% k	14% k	14% k	**	7%	5%	8%	14% pq	8%	9%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 273**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB21. If you were looking for advice or information on different options and suppliers for packaged services, where would you turn to for trusted information?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Internet in general	474	43	35	91	201
	59%	50%	46%	58%	66%
					ab
Family members	89	12	13	14	23
	11%	13%	17%	9%	8%
			d		
Friends	86	7	10	20	31
	11%	8%	14%	13%	10%
Cost comparison websites	80	4	5	20	31
	10%	5%	6%	13%	10%
				a	
Websites of suppliers/ service providers	58	2	4	12	23
	7%	2%	5%	7%	8%
					a
Magazines/ newspapers	35	4	2	6	15
	4%	4%	2%	4%	5%
Supplier already using for this service	28	5	4	8	7
	3%	6%	6%	5%	2%
TV/ radio programmes/ advertising	17	4	1	3	4
	2%	4%	2%	2%	1%
Columns Tested: a,b,c,d					

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 273**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB21. If you were looking for advice or information on different options and suppliers for packaged services, where would you turn to for trusted information?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
		a	b	c	d
Significance Level: 95%					
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Visit shop/ store selling technology/ device	16	1	1	7	3
	2%	1%	1%	5%	1%
				d	
Colleagues	14	*	*	2	8
	2%	1%	1%	1%	3%
Another supplier not already using	12	1	2	4	3
	2%	2%	2%	2%	1%
Leaflets in stores/ post	6	2	1	1	1
	1%	2%	1%	1%	1%
Government body/ regulator	2	-	-	-	2
	1%	0%	0%	0%	1%
Other	*	-	-	-	-
	1%	0%	0%	0%	0%
ONLINE (EXCLUDING SUPPLIER WEBSITES)	528	45	38	103	226
	65%	52%	51%	65%	75%
				ab	abc
RELATIVES/ FRIENDS	143	17	18	27	45
	18%	19%	25%	17%	15%
			d		
SUPPLIERS	106	9	10	26	34
	13%	10%	14%	17%	11%
MEDIA/ ADVERTISING	49	8	3	8	18
	6%	9%	4%	5%	6%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 273**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB21. If you were looking for advice or information on different options and suppliers for packaged services, where would you turn to for trusted information?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
LITERATURE	6	2	1	1	1
	1%	2%	1%	1%	*%
GOVERNMENT BODY	2	-	-	-	2
	*%	-%	-%	-%	1%
Would not look for information/ advice	8	3	*	1	2
	1%	3%	1%	1%	1%
		d			
Don't know	65	11	7	11	16
	8%	13%	10%	7%	5%
		d			

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 274**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB22. How easy or difficult do you think it is to make COST comparisons between suppliers for packaged services?**

Base : Those with a bundle of services, where the bill is paid within the household

		RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Very easy	187	116	70	69	82	169	159	107	**	131	41	14	21	47	69	118	**	57	28	158	18	140
	23%	23%	24%	21%	25%	23%	22%	25%	**	35%	13%	13%	28%	17%	20%	26%	**	20%	15%	26%	15%	25%
										jk			m		mn				r		t	
Fairly easy	382	248	134	156	157	345	339	201	**	154	179	49	37	135	172	211	**	139	97	283	63	262
	47%	48%	45%	47%	47%	47%	47%	47%	**	40%	55%	47%	48%	49%	49%	46%	**	49%	52%	46%	52%	46%
										i												
TOTAL EASY	569	365	205	225	239	515	498	308	**	285	221	62	59	182	241	329	**	196	125	442	81	402
	70%	71%	69%	68%	72%	70%	70%	71%	**	75%	68%	60%	76%	67%	69%	71%	**	69%	67%	72%	66%	71%
										jk												
Fairly difficult	123	82	41	55	54	117	116	63	**	38	65	20	10	54	64	59	**	51	43	81	31	73
	15%	16%	14%	16%	16%	16%	16%	15%	**	10%	20%	19%	13%	20%	18%	13%	**	18%	23%	13%	25%	13%
										i	i			o	o				s		u	
Very difficult	52	35	17	24	16	47	46	26	**	22	16	14	5	19	24	28	**	20	12	38	8	36
	6%	7%	6%	7%	5%	6%	6%	6%	**	6%	5%	13%	7%	7%	7%	6%	**	7%	7%	6%	6%	6%
										ij												
TOTAL DIFFICULT	175	117	58	79	70	164	162	88	**	60	81	34	15	72	88	87	**	71	55	119	39	108
	22%	23%	20%	24%	21%	22%	23%	20%	**	16%	25%	33%	20%	27%	25%	19%	**	25%	29%	19%	32%	19%
										i	i			o	o				s		u	
Don't know	65	32	33	28	24	62	56	35	**	35	23	7	3	18	21	44	**	16	7	54	3	58
	8%	6%	11%	8%	7%	8%	8%	8%	**	9%	7%	7%	4%	7%	6%	10%	**	6%	4%	9%	2%	10%
			a												n				r		t	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 274**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB22. How easy or difficult do you think it is to make COST comparisons between suppliers for packaged services?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER	£30-	£50+	INAC-	PASSIVE	INTER-	ENG-	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30 a	£49 b	£50+ c	TIVE d	e	ESTED f	AGED g	h	i	~j	k	l	m	n	~o	p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Very easy	187 23%	51 25%	59 21%	59 22%	33 19%	32 22%	76 26% d	45 23%	103 26% i	84 20%	** **	104 28% mn	59 23%	13 16%	17 17%	** **	46 21%	49 20%	30 22% pq	49 30%	154 24% u	14 15%
Fairly easy	382 47%	99 48%	134 48%	125 47%	74 41%	76 53% d	134 46%	99 50%	166 43%	216 52% h	** **	174 47%	115 44%	35 42%	43 42%	** **	99 46%	129 51% s	69 51% s	65 40%	308 47%	43 46%
TOTAL EASY	569 70%	151 73%	193 70%	184 69%	107 60%	108 76% d	210 72% d	144 73% d	269 69%	300 72%	** **	278 74% lmn	174 67% n	48 58%	60 59%	** **	145 67%	178 70%	99 73%	115 71%	462 71% u	58 61%
Fairly difficult	123 15%	29 14%	41 15%	47 18%	26 15%	20 14%	44 15%	34 17%	69 18% i	54 13%	** **	49 13%	46 18%	12 15%	15 15%	** **	38 18%	41 16%	22 16%	19 12%	93 14%	21 22% t
Very difficult	52 6%	12 6%	17 6%	20 8%	16 9% e	5 4%	17 6%	13 7%	30 8%	22 5%	** **	21 6%	19 7%	8 9%	9 9%	** **	18 8% r	18 7%	4 3%	9 6%	41 6%	8 8%
TOTAL DIFFICULT	175 22%	41 20%	58 21%	68 25%	42 24%	25 18%	61 21%	47 24%	99 25% i	76 18%	** **	70 19%	65 25% k	20 24%	24 24%	** **	56 26% s	59 23%	27 20%	28 18%	134 21%	29 30% t
Don't know	65 8%	14 7%	25 9%	15 6%	29 16% efg	10 7%	20 7%	7 3%	22 6%	43 10% h	** **	26 7%	21 8%	14 17% kl	18 18% kl	** **	15 7%	16 6%	11 8%	19 12% q	53 8%	8 9%
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 274**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB22. How easy or difficult do you think it is to make COST comparisons between suppliers for packaged services?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Very easy	187	26	17	41	60
	23%	30%	23%	26%	20%
		d			
Fairly easy	382	39	36	77	146
	47%	45%	48%	49%	48%
TOTAL EASY	569	65	53	118	206
	70%	75%	71%	75%	68%
Fairly difficult	123	7	12	23	55
	15%	8%	16%	15%	18%
		a			
Very difficult	52	5	4	7	26
	6%	6%	5%	4%	8%
TOTAL DIFFICULT	175	12	16	30	81
	22%	14%	21%	19%	27%
		a			
Don't know	65	9	6	10	16
	8%	11%	8%	6%	5%
		d			

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 275**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB22. How easy or difficult do you think it is to make COST comparisons between suppliers for packaged services?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-		MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
							BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Base for % (Unweighted and weighted)	1128	742	386	492	457	1052	1017	585	**	534	450	141	117	398	515	613	**	426	248	873	157	794
	744	482	263	304	309	678	660	396	72	345	301	96	74	254	328	416	61	268	180	560	120	510
Very easy	187	116	70	69	82	169	159	107	**	131	41	14	21	47	69	118	**	57	28	158	18	140
	25%	24%	27%	23%	26%	25%	24%	27%	**	38% jk	14%	14%	29% m	19%	21%	28% mn	**	21%	16%	28% r	15%	27% t
Fairly easy	382	248	134	156	157	345	339	201	**	154	179	49	37	135	172	211	**	139	97	283	63	262
	51%	52%	51%	51%	51%	51%	51%	51%	**	45%	60% i	51%	50%	53%	52%	51%	**	52%	54%	51%	53%	51%
TOTAL EASY	569	365	205	225	239	515	498	308	**	285	221	62	59	182	241	329	**	196	125	442	81	402
	76%	76%	78%	74%	77%	76%	75%	78%	**	83% jk	73%	65%	79%	72%	73%	79% mn	**	73%	70%	79% r	68%	79% t
Fairly difficult	123	82	41	55	54	117	116	63	**	38	65	20	10	54	64	59	**	51	43	81	31	73
	17%	17%	16%	18%	18%	17%	18%	16%	**	11%	22% i	21% i	14%	21% o	19% o	14%	**	19%	24% s	14%	26% u	14%
Very difficult	52	35	17	24	16	47	46	26	**	22	16	14	5	19	24	28	**	20	12	38	8	36
	7%	7%	6%	8%	5%	7%	7%	6%	**	6%	5%	14% ij	7%	7%	7%	7%	**	8%	7%	7%	7%	7%
TOTAL DIFFICULT	175	117	58	79	70	164	162	88	**	60	81	34	15	72	88	87	**	71	55	119	39	108
	24%	24%	22%	26%	23%	24%	25%	22%	**	17%	27% i	35% i	21%	28% o	27% o	21%	**	27%	30% s	21%	32% u	21%
Don't know	65	32	33	28	24	62	56	35	**	35	23	7	3	18	21	44	**	16	7	54	3	58

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 275**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB22. How easy or difficult do you think it is to make COST comparisons between suppliers for packaged services?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%																						
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Base for % (Unweighted and weighted)	1128	303	379	367	261	186	412	269	582	546	**	396	546	125	152	**	284	324	270	191	923	136
	744	191	252	252	150	134	270	191	369	376	63	348	239	68	84	16	201	238	126	143	596	87
Very easy	187	51	59	59	33	32	76	45	103	84	**	104	59	13	17	**	46	49	30	49	154	14
	25%	27%	23%	24%	22%	24%	28%	24%	28%	22%	**	30%	25%	20%	20%	**	23%	21%	24%	35%	26%	17%
									i			mn							pqr		u	
Fairly easy	382	99	134	125	74	76	134	99	166	216	**	174	115	35	43	**	99	129	69	65	308	43
	51%	52%	53%	50%	49%	57%	49%	52%	45%	58%	**	50%	48%	51%	51%	**	49%	54%	55%	46%	52%	50%
									h													
TOTAL EASY	569	151	193	184	107	108	210	144	269	300	**	278	174	48	60	**	145	178	99	115	462	58
	76%	79%	77%	73%	72%	81%	78%	75%	73%	80%	**	80%	73%	71%	71%	**	72%	75%	79%	80%	78%	67%
						d				h		lmn									u	
Fairly difficult	123	29	41	47	26	20	44	34	69	54	**	49	46	12	15	**	38	41	22	19	93	21
	17%	15%	16%	19%	17%	15%	16%	18%	19%	14%	**	14%	19%	18%	18%	**	19%	17%	18%	13%	16%	24%
												k									t	
Very difficult	52	12	17	20	16	5	17	13	30	22	**	21	19	8	9	**	18	18	4	9	41	8
	7%	6%	7%	8%	11%	4%	6%	7%	8%	6%	**	6%	8%	11%	11%	**	9%	8%	3%	7%	7%	9%
					ef									k	k		r					
TOTAL DIFFICULT	175	41	58	68	42	25	61	47	99	76	**	70	65	20	24	**	56	59	27	28	134	29
	24%	21%	23%	27%	28%	19%	22%	25%	27%	20%	**	20%	27%	29%	29%	**	28%	25%	21%	20%	22%	33%
					e				i			k	k	k	k						t	
Don't know	65	14	25	15	29	10	20	7	22	43	**	26	21	14	18	**	15	16	11	19	53	8
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 275**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB22. How easy or difficult do you think it is to make COST comparisons between suppliers for packaged services?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K a	£11.5K-£17.5K b	£17.5K-£29.9K c	£30K+ d
Significance Level: 95%					
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Base for % (Unweighted and weighted)	1128	117	110	217	429
	744	77	69	148	287
Very easy	187	26	17	41	60
	25%	34%	25%	28%	21%
		d			
Fairly easy	382	39	36	77	146
	51%	50%	52%	52%	51%
TOTAL EASY	569	65	53	118	206
	76%	84%	77%	80%	72%
		d			
Fairly difficult	123	7	12	23	55
	17%	9%	17%	16%	19%
		a			
Very difficult	52	5	4	7	26
	7%	7%	6%	4%	9%
TOTAL DIFFICULT	175	12	16	30	81
	24%	16%	23%	20%	28%
		a			
Don't know	65	9	6	10	16

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 276**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB22. How easy or difficult do you think it is to make COST comparisons between suppliers for packaged services?**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-				VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND	TV	MOBILE				LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%	a	~b	c	d	e	f	g	~h	i	j	~k	~l	m	n	o	~p	q	r	s	t	u	
Unweighted total	795	795	-	333	348	755	726	427	69	408	303	82	94	291	385	410	62	321	151	634	107	562
Effective Weighted Sample	603	603	-	256	275	592	551	336	44	300	237	66	75	235	309	296	50	258	106	492	76	433
Total	514	514	-	201	234	480	466	287	48	260	202	51	61	187	248	266	42	204	104	404	79	352
Base for % (Unweighted and weighted)	742	742	-	308	327	704	678	400	**	375	291	**	**	273	364	378	**	306	142	593	104	518
	482	482	-	187	220	449	437	270	46	241	194	46	59	175	234	248	40	194	99	379	77	324
Very easy	116	116	-	39	60	109	102	72	**	88	24	**	**	33	50	66	**	43	15	102	10	87
	24%	24%	-%	21%	27%	24%	23%	27%	**	36%	13%	**	**	19%	21%	27%	**	22%	15%	27%	13%	27%
Fairly easy	248	248	-	98	112	231	227	138	**	108	113	**	**	88	118	130	**	96	50	196	41	167
	52%	52%	-%	52%	51%	51%	52%	51%	**	45%	58%	**	**	51%	51%	52%	**	50%	50%	52%	54%	51%
TOTAL EASY	365	365	-	137	172	339	329	210	**	196	137	**	**	122	168	196	**	139	65	298	51	253
Fairly difficult	82	82	-	34	38	78	77	42	**	28	46	**	**	38	46	36	**	39	27	55	20	48
	17%	17%	-%	18%	17%	17%	18%	16%	**	11%	24%	**	**	22%	20%	14%	**	20%	27%	15%	26%	15%
Very difficult	35	35	-	16	10	32	30	17	**	17	10	**	**	14	19	16	**	17	8	26	6	23
	7%	7%	-%	9%	5%	7%	7%	6%	**	7%	5%	**	**	8%	8%	6%	**	9%	8%	7%	7%	7%
TOTAL DIFFICULT	117	117	-	50	48	110	108	59	**	45	56	**	**	53	66	51	**	55	34	81	26	71
Don't know	32	32	-	14	14	31	29	18	**	19	8	**	**	12	13	19	**	10	5	25	2	27
	Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u																					

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 276**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB22. How easy or difficult do you think it is to make COST comparisons between suppliers for packaged services?**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 ~m	65+ ~n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL ~u
Significance Level: 95%																						
Unweighted total	795	218	274	252	180	139	283	193	415	380	13	287	393	81	94	13	206	229	193	127	652	99
Effective Weighted Sample	603	179	196	192	151	100	212	149	316	288	13	262	378	77	89	12	176	169	117	113	504	70
Total	514	130	179	176	103	97	182	133	261	253	33	248	173	45	52	7	146	161	90	94	418	63
Base for % (Unweighted and weighted)	742	203	256	239	160	130	266	186	396	346	**	266	373	**	**	**	193	218	178	115	611	**
	482	121	169	167	90	91	172	129	251	231	33	232	164	39	44	6	139	152	84	86	393	57
Very easy	116	32	37	38	19	22	45	30	65	52	**	64	39	**	**	**	31	29	19	32	98	**
	24%	26%	22%	23%	21%	24%	26%	24%	26%	22%	**	28%	24%	**	**	**	23%	19%	22%	37%	25%	**
																				pqr		
Fairly easy	248	63	95	80	43	51	89	65	116	132	**	118	80	**	**	**	67	85	48	37	205	**
	52%	52%	57%	48%	48%	56%	52%	51%	46%	57%	**	51%	49%	**	**	**	49%	56%	57%	43%	52%	**
										h								s	s			
TOTAL EASY	365	95	132	118	62	73	134	95	181	184	**	183	118	**	**	**	99	114	67	69	303	**
	76%	78%	79%	70%	69%	80%	78%	74%	72%	80%	**	79%	72%	**	**	**	71%	75%	80%	81%	77%	**
						d				h												
Fairly difficult	82	19	27	33	18	14	27	23	47	35	**	32	33	**	**	**	28	26	14	10	61	**
	17%	16%	16%	20%	20%	16%	16%	18%	19%	15%	**	14%	20%	**	**	**	20%	17%	17%	12%	16%	**
													k									
Very difficult	35	7	9	17	10	4	11	10	23	12	**	18	13	**	**	**	12	12	3	6	29	**
	7%	6%	6%	10%	11%	4%	6%	8%	9%	5%	**	8%	8%	**	**	**	8%	8%	3%	7%	7%	**
					e																	
TOTAL DIFFICULT	117	26	36	50	28	18	38	33	70	47	**	50	45	**	**	**	40	39	17	17	90	**
	24%	22%	21%	30%	31%	20%	22%	26%	28%	20%	**	21%	28%	**	**	**	29%	25%	20%	19%	23%	**
					e				i													
Don't know	32	9	11	9	12	6	10	4	10	22	**	16	9	**	**	**	8	9	7	8	25	**
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 276**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB22. How easy or difficult do you think it is to make COST comparisons between suppliers for packaged services?**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	c	d
Unweighted total	795	72	76	155	313
Effective Weighted Sample	603	57	57	100	254
Total	514	45	49	102	214
Base for % (Unweighted and weighted)	742	**	**	145	299
	482	41	46	96	204
Very easy	116	**	**	28	41
	24%	**	**	29%	20%
Fairly easy	248	**	**	51	106
	52%	**	**	53%	52%
TOTAL EASY	365	**	**	79	146
	76%	**	**	82%	72%
				d	
Fairly difficult	82	**	**	14	39
	17%	**	**	15%	19%
Very difficult	35	**	**	3	19
	7%	**	**	3%	9%
				c	
TOTAL DIFFICULT	117	**	**	17	57
	24%	**	**	18%	28%
				c	
Don't know	32	**	**	6	10

Columns Tested: a,b,c,d



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 277**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB21f. Do you think that having a package of services would make it easier or harder to change suppliers in the future if you wanted to do so?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB	LL & TV & BB	BROAD-LINE			MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Much easier	182	121	61	81	65	166	154	97	**	100	66	16	16	56	73	110	**	58	35	146	21	133
	23%	24%	21%	24%	20%	22%	21%	23%	**	26%	20%	16%	21%	21%	21%	24%	**	20%	19%	24%	17%	23%
A little easier	220	138	83	90	95	200	202	120	**	99	90	30	22	75	96	124	**	79	52	168	35	155
	27%	27%	28%	27%	29%	27%	28%	28%	**	26%	28%	29%	28%	27%	28%	27%	**	28%	28%	27%	29%	27%
TOTAL EASIER	403	259	144	170	161	365	356	217	**	200	156	46	38	131	169	234	**	137	86	314	57	287
	50%	50%	49%	51%	48%	49%	50%	50%	**	53%	48%	45%	49%	48%	48%	51%	**	48%	46%	51%	46%	51%
Neither easier nor more difficult	130	83	47	49	63	125	119	76	**	57	54	18	15	54	69	61	**	58	34	96	21	87
	16%	16%	16%	15%	19%	17%	17%	18%	**	15%	17%	17%	20%	20%	20%	13%	**	20%	18%	16%	17%	15%
A little more difficult	141	98	43	57	59	125	125	72	**	63	60	18	14	50	65	76	**	55	38	101	31	92
	17%	19%	14%	17%	18%	17%	17%	17%	**	17%	18%	17%	19%	19%	19%	17%	**	19%	20%	16%	26%	16%
Much more difficult	56	30	26	22	21	50	48	26	**	22	22	12	2	18	21	35	**	16	20	36	7	38
	7%	6%	9%	7%	6%	7%	7%	6%	**	6%	7%	12%	3%	7%	6%	8%	**	6%	11%	6%	6%	7%
TOTAL MORE DIFFICULT	197	128	68	79	80	175	173	98	**	85	82	30	17	69	85	112	**	71	58	137	39	130
	24%	25%	23%	24%	24%	24%	24%	23%	**	22%	25%	29%	22%	25%	24%	24%	**	25%	31%	22%	32%	23%
Don't know	80	43	36	34	29	74	68	41	**	38	32	9	7	19	26	54	**	19	9	67	7	64
	10%	8%	12%	10%	9%	10%	9%	9%	**	10%	10%	9%	9%	7%	7%	12%	**	7%	5%	11%	5%	11%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 277**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB21f. Do you think that having a package of services would make it easier or harder to change suppliers in the future if you wanted to do so?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30-£49 b	£50+ c	INACTIVE d	PASSIVE e	INTERESTED f	ENGAGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%																						
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Much easier	182 23%	56 27%	63 23%	54 20%	35 20%	33 23%	76 26%	38 19%	101 26%	81 19%	** **	88 23%	57 22%	16 20%	20 20%	** **	47 22%	48 19%	36 27%	43 26%	145 22%	20 21%
A little easier	220 27%	53 26%	75 27%	69 26%	48 27%	39 27%	73 25%	60 31%	98 25%	123 29%	** **	98 26%	75 29%	22 26%	25 24%	** **	55 25%	73 29%	42 30%	44 27%	174 27%	23 25%
TOTAL EASIER	403 50%	109 53%	138 50%	123 46%	83 47%	72 50%	149 51%	98 50%	199 51%	204 49%	** **	186 50%	132 51%	38 46%	45 44%	** **	101 47%	121 48%	78 57%	87 54%	319 49%	43 46%
Neither easier nor more difficult	130 16%	29 14%	42 15%	53 20%	32 18%	16 11%	48 17%	34 17%	58 15%	72 17%	** **	60 16%	45 17%	14 17%	16 16%	** **	42 19%	39 15%	22 16%	19 12%	111 17%	12 12%
A little more difficult	141 17%	34 17%	50 18%	48 18%	29 16%	27 19%	42 14%	42 21%	63 16%	78 19%	** **	75 20%	39 15%	10 13%	14 14%	** **	42 19%	54 21%	24 17%	17 10%	114 18%	24 25%
Much more difficult	56 7%	12 6%	18 7%	23 8%	10 5%	7 5%	27 9%	12 6%	33 8%	23 6%	** **	27 7%	20 8%	4 5%	5 5%	** **	18 8%	19 7%	5 3%	11 7%	45 7%	5 5%
TOTAL MORE DIFFICULT	197 24%	46 22%	68 25%	71 27%	39 22%	34 24%	69 24%	54 28%	96 24%	101 24%	** **	102 27%	59 23%	14 17%	19 18%	** **	60 28%	73 29%	28 21%	28 17%	159 24%	29 30%
Don't know	80 10%	22 10%	29 10%	20 7%	24 13%	21 15%	24 8%	11 5%	38 10%	42 10%	** **	27 7%	24 9%	16 20%	22 22%	** **	13 6%	21 8%	9 6%	28 17%	60 9%	11 12%
Columns Tested:	a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																					

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 277**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB21f. Do you think that having a package of services would make it easier or harder to change suppliers in the future if you wanted to do so?**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Much easier	182	30	16	32	67
	23%	34%	21%	20%	22%
		bcd			
A little easier	220	20	25	48	81
	27%	23%	33%	30%	27%
TOTAL EASIER	403	50	41	80	147
	50%	57%	54%	51%	49%
Neither easier nor more difficult	130	11	6	21	58
	16%	13%	8%	14%	19%
					b
A little more difficult	141	10	16	32	61
	17%	12%	22%	20%	20%
Much more difficult	56	6	6	10	21
	7%	7%	8%	6%	7%
TOTAL MORE DIFFICULT	197	17	22	42	82
	24%	19%	29%	27%	27%
Don't know	80	9	6	14	16
	10%	11%	8%	9%	5%
		d			

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 278**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1. Which of these types of services are you mainly or jointly responsible for - in terms of deciding which supplier to use?**

Base : All respondents

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	LAND-		BROAD-			LL & BB	LL & TV & BB		BROAD-																MOBILE
	Total	LINE	MOBILE	BAND	TV		LL & BB	TV & BB	LAND-LINE	BAND	TV	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
Bank account provider	1246	310	1019	181	541	302	307	672	650	389	**	617	629	**	484	354	149	221	72	307	341	210	320	969	174
	85%	87%	86%	85%	88%	90%	92%	90%	90%	90%	**	82%	88%	**	90%	88%	90%	87%	82%	92%	84%	87%	85%	86%	87%
													k		r		r		tv						
Electricity supplier	1081	310	858	167	529	292	285	639	615	366	**	529	552	**	435	341	147	222	76	273	296	165	304	854	153
	74%	87%	72%	79%	86%	87%	85%	86%	85%	85%	**	70%	77%	**	81%	85%	88%	88%	87%	81%	73%	68%	81%	75%	77%
		bc		bc									k				n	n		tu		tu			
Gas supplier	947	262	760	137	449	257	266	580	558	345	**	455	492	**	398	296	124	184	60	236	262	149	258	788	90
	64%	73%	64%	65%	73%	77%	79%	78%	77%	80%	**	60%	69%	**	74%	74%	75%	73%	69%	71%	65%	62%	69%	70%	45%
		bc		bc									k						u					x	
Car insurance supplier	917	230	756	151	429	265	251	558	556	310	**	489	429	**	373	297	108	149	41	248	293	156	180	690	155
	62%	64%	64%	71%	70%	79%	75%	75%	77%	72%	**	65%	60%	**	69%	74%	65%	59%	47%	74%	72%	64%	48%	61%	77%
				b	b	i			i						qr	pqr	r	r		uv	uv	v		w	
None of these	138	18	115	13	35	16	16	37	38	24	**	83	56	**	33	21	7	12	6	18	32	18	36	99	8
	9%	5%	10%	6%	6%	5%	5%	5%	5%	5%	**	11%	8%	**	6%	5%	4%	5%	6%	5%	8%	8%	10%	9%	4%
			ad																			s		x	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 279**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1A. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?**

Base : Those responsible for the household's electricity service

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	Total	LAND-	BROAD-		TV	LL & BB	TV & BB	BROAD-		MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	
		LINE	MOBILE	BAND				LINE	BAND																LINE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Unweighted total	1624	510	1268	250	826	477	431	1008	971	551	79	816	808	21	471	749	250	370	120	389	430	370	361	1286	249
Effective Weighted Sample	1139	435	894	165	587	374	347	803	760	440	54	569	571	18	419	689	232	345	113	311	322	245	250	916	160
Total	1081	310	858	167	529	292	285	639	615	366	52	529	552	67	435	341	147	222	76	273	296	165	304	854	153
Yes - in the last 6 months	125	21	103	17	62	40	37	89	79	51	**	56	69	**	58	34	20	23	3	37	33	19	35	96	16
	12%	7%	12%	10%	12%	14%	13%	14%	13%	14%	**	11%	12%	**	13%	10%	14%	10%	4%	14%	11%	11%	11%	11%	11%
			a		a										r		r	r							
Yes - 6-12 months ago	80	18	64	10	36	21	32	56	55	38	**	36	44	**	28	26	15	20	5	25	18	8	23	69	5
	7%	6%	7%	6%	7%	7%	11%	9%	9%	10%	**	7%	8%	**	7%	8%	10%	9%	7%	9%	6%	5%	7%	8%	3%
																							x		
Yes - 1-2 years ago	158	42	126	29	88	55	41	103	100	54	**	78	80	**	71	49	25	32	7	47	50	24	32	124	25
	15%	14%	15%	17%	17%	19%	15%	16%	16%	15%	**	15%	15%	**	16%	14%	17%	14%	9%	17%	17%	14%	11%	14%	16%
																				v	v				
Yes - 3-4 years ago	98	28	73	15	49	28	25	64	53	33	**	48	50	**	43	38	12	16	4	27	31	14	24	80	13
	9%	9%	9%	9%	9%	10%	9%	10%	9%	9%	**	9%	9%	**	10%	11%	8%	7%	5%	10%	10%	9%	8%	9%	8%
															q										
Yes - more than 4 years ago	153	53	122	27	79	45	37	90	89	47	**	70	83	**	48	61	25	40	15	33	56	22	39	128	19
	14%	17%	14%	16%	15%	15%	13%	14%	14%	13%	**	13%	15%	**	11%	18%	17%	18%	20%	12%	19%	13%	13%	15%	12%
															n	n	n	n		sv					
No - never changed electricity supplier	450	141	357	66	208	99	108	225	227	134	**	230	220	**	179	126	49	91	41	103	102	76	149	345	70
	42%	45%	42%	40%	39%	34%	38%	35%	37%	37%	**	43%	40%	**	41%	37%	34%	41%	54%	38%	34%	46%	49%	40%	46%
		d																nopq			st	st			
Don't know	17	6	13	3	9	4	4	11	11	8	**	12	6	**	7	6	1	1	-	1	5	2	4	12	5
	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	**	2%	1%	**	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	4%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 280**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1AA. Did you make this change of provider for your electricity at the same time as moving home?**

Base : Those who have ever changed electricity supplier

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY					
	Total	LAND-	MOBILE	BROAD-	TV	LL & BB	TV & BB	LAND-	BAND	MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL				
		LINE	a	b	BAND	c	d	LL & BB	BB	LINE															BAND	h	TV	i
Significance Level: 95%																												
Unweighted total	966	273	757	147	493	303	273	643	610	351	47	480	486	7	269	463	165	222	57	254	275	206	198	786	131			
Effective Weighted Sample	757	239	601	103	373	236	225	518	488	287	38	396	368	7	246	435	154	208	54	215	203	154	178	614	107			
Total	613	164	488	98	313	189	173	402	377	223	27	288	326	19	249	209	97	131	35	169	189	87	152	497	77			
Yes	87	16	74	17	40	23	31	58	56	40	**	38	49	**	51	16	9	9	**	20	31	15	19	76	5			
	14%	10%	15%	17%	13%	12%	18%	15%	15%	18%	**	13%	15%	**	21%	8%	9%	7%	**	12%	16%	17%	12%	15%	6%			
			a												opq									x				
No	525	147	414	81	272	165	141	343	320	184	**	248	277	**	197	192	88	122	**	149	157	71	133	420	73			
	86%	90%	85%	83%	87%	87%	82%	85%	85%	82%	**	86%	85%	**	79%	92%	91%	93%	**	88%	83%	82%	88%	85%	94%			
															n	n	n						w					
Don't know	1	*	*	-	1	1	-	1	1	-	**	1	-	**	1	*	-	-	**	-	1	*	-	1	-			
	*%	*%	*%	-%	*%	1%	-%	*%	*%	-%	**	*%	-%	**	*%	*%	-%	-%	**	-%	1%	*%	-%	*%	-%			
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x																												

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 281**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1AB. Could you have CHOSEN to stay with your previous supplier when you moved?**

Base : Those who changed electricity supplier in the last 12 months at the same time as moving home

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	Total	LAND-	BROAD-			LL & BB	LL & TV & BB	BROAD-			MOBILE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	
		LINE	MOBILE	BAND	TV			LAND-LINE	BAND	TV															
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	~v	~w	~x
Unweighted total	27	3	26	3	8	5	13	21	19	17	1	17	10	2	14	9	1	1	-	6	6	7	6	24	-
Effective Weighted Sample	18	3	18	3	6	3	9	14	12	12	1	13	7	2	11	9	1	1	-	5	4	4	5	16	-
Total	25	3	25	3	10	6	10	17	16	14	*	13	12	5	15	4	1	1	-	4	6	5	8	23	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	-%
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	-%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 282**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1AC. How easy or difficult was it to change electricity supplier? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have changed electricity supplier in the last 12 months

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	LAND-		BROAD-			LL & BB	LL & TV & BB	BROAD-																	MOBILE
	Total	LINE	MOBILE	BAND	TV			LL & BB	TV & BB	LAND- LINE	BAND	TV	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	
Significance Level: 95%		~a	b	~c	d	~e	f	g	h	i	~j	k	l	~m	~n	o	~p	~q	~r	~s	~t	~u	~v	w	~x
Unweighted total	299	66	233	40	140	85	103	213	200	131	15	147	152	5	90	129	57	72	15	89	72	53	71	245	35
Effective Weighted Sample	228	59	176	32	104	62	83	165	152	103	11	117	114	5	79	121	54	68	14	75	51	31	61	190	25
Total	205	39	168	27	97	61	69	146	135	89	9	92	113	12	87	60	35	43	9	62	51	27	57	165	21
Very easy	136	**	109	**	60	**	47	91	84	63	**	57	78	**	**	44	**	**	**	**	**	**	**	111	**
	66%	**	65%	**	62%	**	69%	62%	62%	70%	**	63%	69%	**	**	74%	**	**	**	**	**	**	**	67%	**
Fairly easy	50	**	42	**	29	**	13	39	38	16	**	26	24	**	**	13	**	**	**	**	**	**	**	39	**
	25%	**	25%	**	30%	**	18%	27%	28%	18%	**	28%	21%	**	**	22%	**	**	**	**	**	**	**	24%	**
TOTAL EASY	186	**	151	**	89	**	60	130	122	79	**	84	103	**	**	57	**	**	**	**	**	**	**	150	**
	91%	**	90%	**	91%	**	87%	89%	90%	88%	**	91%	91%	**	**	96%	**	**	**	**	**	**	**	91%	**
Fairly difficult	8	**	7	**	2	**	5	7	4	6	**	4	4	**	**	2	**	**	**	**	**	**	**	5	**
	4%	**	4%	**	2%	**	7%	5%	3%	6%	**	4%	3%	**	**	4%	**	**	**	**	**	**	**	3%	**
Very difficult	9	**	7	**	5	**	4	7	7	4	**	3	6	**	**	-	**	**	**	**	**	**	**	7	**
	4%	**	4%	**	5%	**	5%	5%	5%	4%	**	3%	5%	**	**	-%	**	**	**	**	**	**	**	4%	**
TOTAL DIFFICULT	16	**	14	**	7	**	8	14	11	9	**	6	10	**	**	2	**	**	**	**	**	**	**	12	**
	8%	**	9%	**	7%	**	12%	9%	8%	11%	**	7%	9%	**	**	4%	**	**	**	**	**	**	**	7%	**
Don't know	3	**	2	**	1	**	1	2	2	1	**	2	1	**	**	*	**	**	**	**	**	**	**	3	**
	1%	**	1%	**	1%	**	1%	1%	1%	1%	**	2%	1%	**	**	1%	**	**	**	**	**	**	**	2%	**

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 283**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1B. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?**

Base : Those responsible for the household's gas service

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	LAND-		BROAD-			LL & BB	LL & TV & BROAD-		MOBILE																
	Total	LINE a	MOBILE b	BAND c	TV d		LL & BB e	TV & BB f		LAND-LINE g	BAND h	TV i	FEMALE j	MALE k	l	16-24 ~m	25-44 n	45-64 o	65-74 p	65+ q	75+ ~r	AB s	C1 t	C2 u	DE v
Significance Level: 95%																									
Unweighted total	1423	421	1117	212	697	416	405	915	880	522	68	708	715	18	430	652	215	309	94	339	379	330	309	1199	143
Effective Weighted Sample	1026	358	788	170	515	322	324	723	682	414	45	520	509	16	384	601	200	288	89	286	296	212	217	883	89
Total	947	262	760	137	449	257	266	580	558	345	45	455	492	53	398	296	124	184	60	236	262	149	258	788	90
Yes - in the last 6 months	99	17	86	14	46	31	32	72	67	43	**	48	51	**	44	30	14	16	**	30	26	15	25	80	8
	10%	7%	11% a	10%	10%	12%	12%	12%	12%	12%	**	11%	10%	**	11%	10%	12%	9%	**	13%	10%	10%	10%	10%	9%
Yes - 6-12 months ago	64	14	50	10	29	20	21	45	45	27	**	30	34	**	22	20	13	17	**	20	12	6	22	59	2
	7%	5%	7%	7%	7%	8%	8%	8%	8%	8%	**	7%	7%	**	5%	7%	11% n	9% n	**	8% u	5%	4%	8%	8%	3%
Yes - 1-2 years ago	137	37	111	20	71	44	42	94	87	56	**	67	70	**	64	45	22	27	**	41	40	24	27	113	16
	14%	14%	15%	15%	16%	17%	16%	16%	16%	16%	**	15%	14%	**	16%	15%	18%	14%	**	17% v	15%	16%	10%	14%	17%
Yes - 3-4 years ago	82	24	64	13	40	24	25	56	46	31	**	36	46	**	37	31	9	13	**	25	23	13	19	69	8
	9%	9%	8%	10%	9%	10%	9%	10%	8%	9%	**	8%	9%	**	9%	10%	7%	7%	**	11%	9%	8%	7%	9%	9%
Yes - more than 4 years ago	125	39	102	24	62	36	33	78	75	44	**	57	68	**	49	44	20	29	**	27	44	17	34	109	11
	13%	15%	13%	17%	14%	14%	13%	13%	13%	13%	**	13%	14%	**	12%	15%	16%	16%	**	12%	17%	12%	13%	14%	12%
No - never changed gas supplier	441	132	347	55	201	101	113	236	237	144	**	216	224	**	181	126	46	82	**	92	116	75	131	358	44
	47%	50% c	46%	40%	45%	39%	42%	41%	42%	42%	**	48%	46%	**	46% p	43%	37%	45% s	**	39%	44% s	50%	51% s	45%	49%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 284**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1BA. Did you make this change of provider for your gas at the same time as moving home?**

Base : Those who have ever changed gas supplier

	SINGLE SERVICES					BUNDLED SERVICES						GENDER		AGE						SOCIAL GRADE				URBANITY	
	LAND-		BROAD-			LL & BB	LL & TV & BB	BROAD-		MOBILE															
	Total	LINE	MOBILE	BAND	TV			LL & BB	BB		LINE	BAND	TV	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	~r	s	t	u	v	w	~x
Unweighted total	798	210	640	123	390	248	243	552	519	320	35	396	402	5	235	380	134	173	39	211	214	180	166	690	73
Effective Weighted Sample	645	184	512	103	310	192	199	442	412	263	28	325	322	5	217	359	124	161	37	183	167	140	150	564	57
Total	506	130	413	82	247	155	153	345	321	201	20	239	267	12	216	170	78	102	24	143	146	75	127	430	46
Yes	70	15	63	14	28	16	30	50	46	36	**	36	34	**	42	16	6	7	**	14	21	15	18	63	**
	14%	11%	15%	17%	11%	10%	20% e	14%	14%	18% e	**	15%	13%	**	20% opq	9%	8%	7%	**	10%	14%	21% s	14%	15%	**
No	435	115	350	68	218	138	123	294	274	166	**	202	233	**	173	155	72	95	**	129	124	59	109	367	**
	86%	89%	85%	83%	88%	89% fi	80%	85%	85%	82%	**	84%	87%	**	80%	91% n	92% n	93% n	**	90% u	85%	79%	86%	85%	**
Don't know	1	-	-	-	1	1	-	1	1	-	**	1	-	**	1	-	-	-	**	-	1	-	-	1	**
	*%	-%	-%	-%	*%	1%	-%	*%	*%	-%	**	*%	-%	**	*%	-%	-%	-%	**	-%	1%	-%	-%	*%	**
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x																									

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 285**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1BB. Could you have CHOSEN to stay with your previous supplier when you moved?**

Base : Those who changed gas supplier in the last 12 months at the same time as moving home

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	Total	LAND-	BROAD-			LL & TV &	BROAD-			MOBILE	FEMALE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN RURAL	
		LINE	MOBILE	BAND	TV	BB	LINE	BAND	TV															URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	~v	~w	~x
Unweighted total	27	3	25	5	6	4	14	21	19	17	1	18	9	2	13	11	-	-	-	4	7	8	6	26	-
Effective Weighted Sample	18	3	17	4	4	3	10	14	13	13	1	14	5	2	10	11	-	-	-	4	5	5	5	17	-
Total	23	2	23	4	8	5	11	18	16	13	*	15	9	5	13	5	-	-	-	2	7	5	7	23	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	-	-	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	-%	-%	**	**	**	**	**	-%
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	-	-	**	**	**	**	**	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	-%	-%	**	**	**	**	**	-%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 286**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1BC. How easy or difficult was it to change gas supplier? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have changed gas supplier in the last 12 months

	Total	SINGLE SERVICES				BUNDLED SERVICES						GENDER		AGE						SOCIAL GRADE				URBANITY	
		LAND-	MOBILE	BROAD-	TV	LL & BB	TV & BB	LAND-	BROAD-	MOBILE		MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		~a	b	~c	d	~e	~f	g	h	i	~j	k	l	~m	~n	o	~p	~q	~r	~s	~t	~u	~v	w	~x
Significance Level: 95%																									
Unweighted total	240	52	194	37	105	71	81	172	167	107	12	125	115	4	70	108	45	55	10	73	53	44	59	213	15
Effective Weighted Sample	184	46	148	30	78	53	64	132	127	84	9	99	87	4	62	101	43	52	9	64	36	27	52	170	9
Total	163	31	136	24	75	51	53	117	112	70	7	78	85	10	66	50	28	33	6	50	38	21	46	139	11
Very easy	105	**	85	**	46	**	**	71	67	47	**	51	54	**	**	36	**	**	**	**	**	**	**	92	**
	64%	**	62%	**	61%	**	**	60%	60%	67%	**	65%	64%	**	**	71%	**	**	**	**	**	**	**	66%	**
Fairly easy	50	**	43	**	26	**	**	39	38	18	**	22	28	**	**	13	**	**	**	**	**	**	**	41	**
	31%	**	32%	**	35%	**	**	33%	34%	26%	**	28%	34%	**	**	27%	**	**	**	**	**	**	**	29%	**
TOTAL EASY	155	**	128	**	72	**	**	110	106	65	**	72	82	**	**	49	**	**	**	**	**	**	**	132	**
	95%	**	94%	**	97%	**	**	94%	94%	92%	**	92%	98%	**	**	97%	**	**	**	**	**	**	**	95%	**
Fairly difficult	3	**	3	**	*	**	**	3	3	3	**	2	1	**	**	1	**	**	**	**	**	**	**	3	**
	2%	**	2%	**	1%	**	**	2%	3%	4%	**	3%	1%	**	**	3%	**	**	**	**	**	**	**	2%	**
Very difficult	3	**	3	**	1	**	**	3	2	2	**	2	1	**	**	-	**	**	**	**	**	**	**	2	**
	2%	**	2%	**	1%	**	**	3%	2%	3%	**	3%	1%	**	**	-%	**	**	**	**	**	**	**	2%	**
TOTAL DIFFICULT	6	**	6	**	1	**	**	6	5	5	**	4	2	**	**	1	**	**	**	**	**	**	**	5	**
	4%	**	5%	**	2%	**	**	5%	4%	7%	**	6%	2%	**	**	3%	**	**	**	**	**	**	**	4%	**
Don't know	2	**	2	**	1	**	**	2	2	1	**	2	-	**	**	-	**	**	**	**	**	**	**	2	**
	1%	**	1%	**	1%	**	**	1%	1%	1%	**	2%	-%	**	**	-%	**	**	**	**	**	**	**	1%	**

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 287**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1C. Have you or your household ever changed your car insurance provider? IF YES - When did you most recently change your car insurance provider?**

Base : Those responsible for the household's car insurance service

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY										
	Total	LAND-	MOBILE	BROAD-	TV	LL & BB	TV & BB	LAND-	BAND	TV	MOBILE	FEMALE		16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL								
		LINE	a	b								BAND	c													d	BB	f	LINE	g	BAND	h	i
Significance Level: 95%																																	
Unweighted total	1387	383	1116	232	684	428	388	890	878	485	69	761	626	35	416	668	189	257	68	360	405	324	233	1062	240								
Effective Weighted Sample	1010	318	805	172	507	329	308	699	671	387	44	551	459	34	379	630	175	238	64	287	289	190	205	799	160								
Total	917	230	756	151	429	265	251	558	556	310	46	489	429	86	373	297	108	149	41	248	293	156	180	690	155								
Yes - in the last 6 months	161	34	127	25	77	54	50	113	118	64	**	88	73	**	73	54	15	16	**	50	56	32	18	122	24								
	18%	15%	17%	17%	18%	20%	20%	20%	21%	21%	**	18%	17%	**	20%	18%	14%	11%	**	20%	19%	21%	10%	18%	16%								
															q	q				v	v	v											
Yes - 6-12 months ago	178	32	149	21	88	63	49	121	120	61	**	93	85	**	66	56	23	30	**	48	58	32	32	140	26								
	19%	14%	20%	14%	21%	24%	20%	22%	22%	20%	**	19%	20%	**	18%	19%	21%	20%	**	19%	20%	20%	18%	20%	17%								
			a		ac																												
Yes - 1-2 years ago	168	50	142	36	93	48	37	93	90	45	**	99	69	**	71	49	23	30	**	50	52	25	32	117	36								
	18%	22%	19%	24%	22%	18%	15%	17%	16%	14%	**	20%	16%	**	19%	17%	21%	20%	**	20%	18%	16%	18%	17%	23%								
Yes - 3-4 years ago	82	22	63	12	37	24	25	53	53	31	**	44	38	**	29	32	11	18	**	20	24	16	20	63	15								
	9%	10%	8%	8%	9%	9%	10%	9%	10%	10%	**	9%	9%	**	8%	11%	11%	12%	**	8%	8%	10%	11%	9%	10%								
Yes - more than 4 years ago	79	31	63	21	45	17	14	34	33	19	**	41	38	**	23	36	10	17	**	23	26	9	20	56	18								
	9%	13%	8%	14%	10%	7%	5%	6%	6%	6%	**	8%	9%	**	6%	12%	10%	12%	**	9%	9%	6%	11%	8%	12%								
		b		b												n		n															
No - never changed car insurance provider	250	62	212	37	89	60	76	144	141	91	**	123	126	**	111	71	25	36	**	57	77	41	58	192	35								
	27%	27%	28%	24%	21%	22%	30%	26%	25%	29%	**	25%	29%	**	30%	24%	23%	24%	**	23%	26%	27%	32%	28%	23%								
		d	d				e			e					o							s											

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 288**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1CA. Did you make this change of provider for your car insurance at the same time as moving home?**

Base : Those who have ever changed car insurance provider

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY				
	Total	LAND-	MOBILE	BROAD-	TV	LL & BB	TV & BB	LAND-	BROAD-	MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL			
		LINE	a	b	BAND	c	d	e	f	LINE															BAND	h	TV
Significance Level: 95%																											
Unweighted total	1036	282	822	178	546	334	280	676	666	357	55	584	452	24	297	511	148	198	50	281	309	241	164	784	190		
Effective Weighted Sample	756	236	598	138	401	254	224	529	506	289	33	422	334	23	273	486	138	185	47	218	224	144	146	591	127		
Total	668	169	544	114	340	206	175	414	414	220	35	365	303	60	262	226	83	113	30	191	216	114	123	498	120		
Yes	10	3	9	2	4	2	3	4	5	3	**	4	6	**	3	4	1	2	**	1	5	3	1	7	2		
	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	**	1%	2%	**	1%	2%	2%	1%	**	1%	2%	3%	1%	1%	2%		
No	655	165	534	112	336	202	172	408	408	216	**	360	296	**	258	223	81	110	**	190	210	111	121	490	117		
	98%	98%	98%	98%	99%	98%	99%	98%	98%	98%	**	98%	98%	**	99%	98%	98%	98%	**	99%	97%	97%	98%	98%	97%		
Don't know	2	-	1	-	1	2	-	2	2	*	**	1	1	**	1	-	*	1	**	-	1	*	1	1	1		
	*%	-%	*%	-%	*%	1%	-%	*%	*%	*%	**	*%	*%	**	*%	-%	*%	1%	**	-%	*%	*%	*%	*%	1%		

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 289**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1CB. Could you have CHOSEN to stay with your previous supplier when you moved?**

Base : Those who changed car insurance provider in the last 12 months at the same time as moving home

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	Total	LAND-		BROAD-		LL & BB ~e	LL & TV & BB ~f	BROAD-		MOBILE ~j	MALE ~k	FEMALE ~l	16-24 ~m	25-44 ~n	45-64 ~o	65-74 ~p	65+ ~q	75+ ~r	AB ~s	C1 ~t	C2 ~u	DE ~v	URBAN RURAL		
		LINE ~a	MOBILE ~b	BAND ~c	TV ~d			LINE ~g	BAND ~h														TV ~i	URBAN	RURAL
Significance Level: 95%																									
Unweighted total	6	3	6	1	2	-	3	3	4	4	-	4	2	-	2	3	1	1	-	1	1	3	1	4	1
Effective Weighted Sample	6	3	6	1	2	-	3	3	4	4	-	4	2	-	2	3	1	1	-	1	1	3	1	4	1
Total	3	2	3	1	1	-	1	1	2	2	-	2	1	-	1	1	1	1	-	*	*	1	1	2	1
Yes	**	**	**	**	**	-	**	**	**	**	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**
No	**	**	**	**	**	-	**	**	**	**	-	**	**	-	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	-%	**	**	**	**	-%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 290**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1CC. How easy or difficult was it to change car insurance provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have changed car insurance provider in the last 12 months

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	LAND-		BROAD-			LL & BB	TV & BB	BROAD-		MOBILE															
	Total	LINE	MOBILE	BAND	TV			LL & BB	TV & BB		LAND-LINE	BAND	TV	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN
Significance Level: 95%		a	b	~c	d	e	f	g	h	i	~j	k	l	~m	n	o	~p	~q	~r	s	t	u	~v	w	~x
Unweighted total	512	110	409	70	254	177	154	367	364	199	33	283	229	16	162	245	69	86	17	140	160	123	69	403	76
Effective Weighted Sample	365	87	295	52	179	127	123	278	263	161	18	202	164	16	148	235	65	81	16	114	113	67	58	290	52
Total	339	66	276	46	165	116	99	234	238	125	23	182	157	39	139	110	38	47	9	98	114	64	51	262	51
Very easy	252	48	206	**	121	88	74	175	180	93	**	131	121	**	109	85	**	**	**	79	81	46	**	196	**
	74%	73%	75%	**	73%	76%	75%	75%	76%	75%	**	72%	77%	**	78%	77%	**	**	**	80%	70%	72%	**	75%	**
Fairly easy	70	13	54	**	35	23	20	47	47	25	**	41	29	**	25	19	**	**	**	15	31	12	**	50	**
	21%	19%	20%	**	21%	20%	20%	20%	20%	20%	**	22%	18%	**	18%	18%	**	**	**	16%	27%	19%	**	19%	**
																				s					
TOTAL EASY	321	61	260	**	155	111	93	223	226	118	**	171	150	**	134	104	**	**	**	94	112	58	**	246	**
	95%	93%	94%	**	94%	96%	95%	95%	95%	95%	**	94%	95%	**	96%	95%	**	**	**	96%	98%	91%	**	94%	**
Fairly difficult	11	3	9	**	4	1	4	7	7	6	**	7	4	**	5	3	**	**	**	3	2	2	**	9	**
	3%	5%	3%	**	2%	1%	4%	3%	3%	4%	**	4%	2%	**	4%	2%	**	**	**	4%	2%	3%	**	3%	**
Very difficult	2	-	1	**	1	1	1	2	2	1	**	1	1	**	1	1	**	**	**	*	1	1	**	2	**
	1%	-%	*%	**	1%	1%	1%	1%	1%	1%	**	1%	1%	**	*%	1%	**	**	**	*%	1%	1%	**	1%	**
TOTAL DIFFICULT	13	3	11	**	5	2	5	8	8	6	**	9	4	**	5	4	**	**	**	4	3	3	**	11	**
	4%	5%	4%	**	3%	2%	5%	4%	4%	5%	**	5%	3%	**	4%	4%	**	**	**	4%	2%	5%	**	4%	**
Don't know	5	2	5	**	4	3	*	3	3	*	**	2	3	**	-	2	**	**	**	-	-	3	**	5	**
	1%	2%	2%	**	3%	2%	*%	1%	1%	*%	**	1%	2%	**	-%	1%	**	**	**	-%	-%	4%	**	2%	**
																				t					

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 291**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1D. Have you or your household ever changed your bank account? IF YES - When did you most recently change your bank account?**

Base : Those responsible for the household's bank account service

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE							SOCIAL GRADE				URBANITY	
	Total	LAND-	MOBILE	BROAD-		LL & BB	LL & TV & BB	BROAD-		MOBILE	FEMALE		16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN RURAL		
		LINE			BAND			TV	LAND-LINE		BAND	TV													MALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Unweighted total	1746	505	1387	265	842	492	454	1048	1013	579	83	868	878	62	523	778	256	368	112	423	457	414	370	1377	265
Effective Weighted Sample	1142	430	892	180	613	383	351	818	773	451	56	556	586	56	465	717	239	345	106	324	325	234	247	923	166
Total	1246	310	1019	181	541	302	307	672	650	389	58	617	629	170	484	354	149	221	72	307	341	210	320	969	174
Yes - in the last 6 months	11	4	11	2	7	4	3	7	7	4	**	6	5	**	4	5	2	3	1	3	3	4	1	9	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	**	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	1%
Yes - 6-12 months ago	12	3	8	1	6	4	2	7	8	3	**	4	8	**	6	4	1	1	-	1	3	5	1	9	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	**	1%	1%	1%	1%	-%	*%	1%	2%	*%	1%	1%
Yes - 1-2 years ago	50	7	47	11	17	13	13	28	27	15	**	27	23	**	22	9	3	3	-	12	18	4	10	41	5
	4%	2%	5% a	6% a	3%	4%	4%	4%	4%	4%	**	4%	4%	**	5% oqr	2%	2%	1%	-%	4%	5% u	2%	3%	4%	3%
Yes - 3-4 years ago	41	6	37	3	18	12	14	28	26	16	**	16	25	**	21	8	3	4	1	16	7	5	13	33	5
	3%	2%	4%	2%	3%	4%	5%	4%	4%	4%	**	3%	4%	**	4%	2%	2%	2%	1%	5% t	2%	2%	4%	3%	3%
Yes - more than 4 years ago	148	30	117	17	74	41	41	92	90	50	**	80	68	**	54	55	20	26	6	48	45	20	34	114	23
	12%	10%	12%	9%	14%	14%	13%	14%	14%	13%	**	13%	11%	**	11%	16% n	13%	12%	9%	16% u	13%	10%	11%	12%	13%
No - never changed bank account	984	261	798	147	419	227	233	510	492	302	**	484	500	**	378	273	120	183	64	226	266	173	261	762	138
	79%	84% bd	78%	81%	78%	75%	76%	76%	76%	78%	**	78%	79%	**	78%	77%	80%	83% o	89% no	74%	78%	82% s	82% s	79%	80%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 292**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1DA. Did you make this change of provider for your bank account at the same time as moving home?**

Base : Those who have ever changed bank account provider

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	Total	LAND-	BROAD-			LL & BB	LL & TV &	BROAD-			MOBILE	FEMALE		16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN RURAL	
		LINE	MOBILE	BAND	TV		BB	LAND-LINE	BAND	TV		MALE												~m	n
Significance Level: 95%		~a	b	~c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Unweighted total	367	82	299	51	184	119	103	244	238	125	18	184	183	14	112	176	51	65	14	108	96	79	68	292	54
Effective Weighted Sample	242	65	194	39	134	89	78	184	175	96	11	128	114	13	102	162	47	60	13	83	66	53	42	194	37
Total	263	49	221	34	121	75	73	162	158	87	12	133	129	37	106	81	30	38	8	80	76	37	59	208	35
Yes	25	**	23	**	7	5	9	14	14	10	**	14	11	**	8	5	**	**	**	10	**	**	**	20	**
	9%	**	10%	**	6%	6%	12%	9%	9%	11%	**	10%	9%	**	8%	6%	**	**	**	13%	**	**	**	10%	**
No	236	**	196	**	113	69	64	146	142	77	**	119	118	**	97	76	**	**	**	69	**	**	**	187	**
	90%	**	89%	**	94%	92%	88%	90%	90%	89%	**	89%	91%	**	91%	93%	**	**	**	86%	**	**	**	90%	**
Don't know	2	**	2	**	1	1	-	1	2	*	**	1	1	**	1	1	**	**	**	1	**	**	**	*	**
	1%	**	1%	**	1%	2%	-%	1%	1%	*%	**	1%	1%	**	1%	1%	**	**	**	1%	**	**	**	*%	**

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 293**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1DB. Could you have CHOSEN to stay with your previous supplier when you moved?**

Base : Those who changed bank account provider in the last 12 months at the same time as moving home

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY			
	Total	LAND-		BROAD-		LL & BB ~e	LL & TV & BB ~f	LAND-LINE ~g	BAND ~h	TV ~i	MOBILE ~j	MALE ~k	FEMALE ~l	16-24 ~m	25-44 ~n	45-64 ~o	65-74 ~p	65+ ~q	75+ ~r	AB ~s	C1 ~t	C2 ~u	DE ~v	URBAN RURAL		
		LINE	MOBILE	BAND	TV																			URBAN	RURAL	
		~a	~b	~c	~d																			~w	~x	
Significance Level: 95%																										
Unweighted total	1	1	1	-	-	-	-	-	1	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	
Effective Weighted Sample	1	1	1	-	-	-	-	-	1	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	
Total	*	*	*	-	-	-	-	-	*	*	-	-	*	-	-	*	-	-	-	*	-	-	-	*	-	
No	**	**	**	-	-	-	-	-	**	**	-	-	**	-	-	**	-	-	-	**	-	-	-	**	-	
	**	**	**	-%	-%	-%	-%	-%	**	**	-%	-%	**	-%	-%	**	-%	-%	-%	**	-%	-%	-%	**	-%	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x																										

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 294**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1DC. How easy or difficult was it to change provider for your bank account? IF SWITCHED MORE THAN ONCE - Please think about the last time.**

Base : Those who have changed bank account provider in the last 12 months

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY				
	Total	LAND-	MOBILE	BROAD-	TV	LL & BB	LL & TV & BB	BROAD-	BAND	TV	MOBILE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL			
		LINE	~a	~b	BAND	~c	~d	~e	~f	LINE	~g	~h													~i	~j	~k
Significance Level: 95%		~a	~b	BAND	~c	~d	~e	~f	LINE	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	~v	~w	~x
Unweighted total	45	13	37	7	24	16	9	27	29	13	2	20	25	-	14	23	6	8	2	8	10	18	3	35	6		
Effective Weighted Sample	40	12	32	6	21	14	8	24	26	12	2	18	22	-	13	22	6	8	2	7	9	16	3	30	5		
Total	23	7	19	4	12	8	5	14	15	7	1	10	13	-	9	9	3	4	1	4	6	8	2	18	3		
Very easy	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	
Fairly easy	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	
TOTAL EASY	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	
Fairly difficult	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	
Very difficult	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	
TOTAL DIFFICULT	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 295**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC1. Which of these age groups applies to you?**

Base : All respondents

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	Total	LAND-	MOBILE	BROAD-	TV	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	
		LINE	a	b	BAND	c	d	e	f	g															h
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
Under 25	250	8	224	25	45	19	25	46	54	29	**	155	95	**	-	-	-	-	-	29	76	58	45	168	28
	17%	2%	19%	12%	7%	6%	7%	6%	8%	7%	**	21%	13%	**	-%	-%	-%	-%	-%	9%	19%	24%	12%	15%	14%
			acd	a	a							l								sv	sv				
25-34	188	22	158	30	65	39	67	112	110	78	**	100	87	**	188	-	-	-	-	64	58	33	24	154	13
	13%	6%	13%	14%	11%	12%	20%	15%	15%	18%	**	13%	12%	**	35%	-%	-%	-%	-%	19%	14%	14%	6%	14%	7%
			a	a	a		egh			e					opqr					v	v	v		x	
35-44	350	69	292	61	152	101	107	233	223	141	**	160	190	**	350	-	-	-	-	106	116	51	66	273	44
	24%	19%	25%	29%	25%	30%	32%	31%	31%	33%	**	21%	26%	**	65%	-%	-%	-%	-%	32%	28%	21%	17%	24%	22%
			a	a	a							k			opqr					uv	uv				
45-54	204	51	165	35	105	63	53	130	126	68	**	100	105	**	-	204	-	-	-	51	62	45	41	164	34
	14%	14%	14%	17%	17%	19%	16%	17%	17%	16%	**	13%	15%	**	-%	51%	-%	-%	-%	15%	15%	19%	11%	15%	17%
															npqr							v			
55-64	198	58	155	28	106	59	43	116	109	59	**	104	94	**	-	198	-	-	-	47	53	29	62	155	32
	13%	16%	13%	13%	17%	18%	13%	16%	15%	14%	**	14%	13%	**	-%	49%	-%	-%	-%	14%	13%	12%	17%	14%	16%
					b										npqr										
65-74	166	76	125	19	87	43	29	79	75	39	**	80	85	**	-	-	166	166	-	27	29	18	85	129	32
	11%	21%	10%	9%	14%	13%	9%	11%	10%	9%	**	11%	12%	**	-%	-%	100%	66%	-%	8%	7%	8%	23%	11%	16%
		bcd			b												noqr	nor				stu			
75 plus	87	66	47	5	45	7	6	18	13	13	**	34	53	**	-	-	-	87	87	10	13	7	54	69	16
	6%	18%	4%	2%	7%	2%	2%	2%	2%	3%	**	4%	7%	**	-%	-%	-%	34%	100%	3%	3%	3%	14%	6%	8%
		bcd			bc							k						nop	nopq			stu			
Refused	29	9	24	9	12	4	4	11	11	6	**	20	8	**	-	-	-	-	-	-	1	-	-	18	1
	2%	3%	2%	4%	2%	1%	1%	1%	1%	1%	**	3%	1%	**	-%	-%	-%	-%	-%	-%	1%	-%	-%	2%	1%
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x																									

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 296**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC2. What is the occupation of the main wage earner in your household?**

Base : All respondents

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY			
	LAND-		BROAD-			LL & BB	LL & TV & BB	BROAD-																	MOBILE	
	Total	LINE	MOBILE	BAND	TV			LL & BB	BB	LAND-LINE	BAND	TV	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN		RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x	
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307	
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192	
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200	
AB	334	75	268	54	151	87	95	204	195	120	**	171	164	**	170	99	27	37	10	334	-	-	-	268	50	
	23%	21%	23%	26%	24%	26%	28%	27%	27%	28%	**	23%	23%	**	32%	25%	16%	15%	11%	100%	-%	-%	-%	24%	25%	
															opqr	pqr				tuv						
C1	407	81	327	60	165	102	110	227	234	134	**	189	217	**	173	114	29	42	13	-	407	-	-	299	59	
	28%	23%	28%	29%	27%	30%	33%	31%	32%	31%	**	25%	30%	**	32%	28%	17%	16%	14%	-%	100%	-%	-%	26%	30%	
													k		pqr	pqr				suv						
C2	242	52	202	30	101	57	57	124	125	70	**	135	107	**	84	74	18	26	7	-	-	242	-	186	35	
	16%	14%	17%	14%	16%	17%	17%	17%	17%	16%	**	18%	15%	**	16%	18%	11%	10%	8%	-%	-%	100%	-%	16%	17%	
															qr	pqr				stv						
DE	377	131	296	48	171	73	57	150	132	87	**	187	190	**	89	103	85	139	54	-	-	-	377	307	50	
	26%	37%	25%	22%	28%	22%	17%	20%	18%	20%	**	25%	26%	**	17%	26%	51%	55%	62%	-%	-%	-%	100%	27%	25%	
		bcd														n	no	no	no				stu			
Refused	111	20	96	19	29	16	14	39	35	21	**	71	40	**	22	11	6	10	4	-	-	-	-	71	6	
	8%	5%	8%	9%	5%	5%	4%	5%	5%	5%	**	9%	6%	**	4%	3%	4%	4%	5%	-%	-%	-%	-%	6%	3%	
			d	d								l														
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x																										

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 297**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC3. Which of these best describes your current situation? Are you...**

Base : All respondents

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	Total	LAND-	MOBILE	BROAD-	TV	LL & BB	LL & TV & BB	LAND-	BROAD-	MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	
		LINE		BAND		BB	BB	LINE	BAND	TV			~j	k	l	~m	n	o	p	q	r	s			t
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
In full-time education	90	4	75	8	16	9	10	20	23	13	**	51	38	**	13	4	-	*	*	17	38	9	17	63	*
	6%	1%	6%	4%	3%	3%	3%	3%	3%	3%	**	7%	5%	**	2%	1%	-%	*%	1%	5%	9%	4%	5%	6%	*%
			ad	a											opq					suv				x	
Working full-time	672	123	535	108	269	164	202	399	398	248	**	400	272	**	352	201	9	10	1	203	228	142	68	516	96
	46%	35%	45%	51%	44%	49%	60%	54%	55%	57%	**	53%	38%	**	65%	50%	6%	4%	1%	61%	56%	59%	18%	46%	48%
			a	a	a		eg		e	e		l			opqr	pqr	r			v	v	v			
Working part-time	171	39	151	25	77	46	40	92	91	47	**	46	125	**	73	61	13	15	2	47	58	40	16	132	24
	12%	11%	13%	12%	12%	14%	12%	12%	13%	11%	**	6%	17%	**	14%	15%	8%	6%	2%	14%	14%	16%	4%	12%	12%
												k			pqr	pqr	r			v	v	v			
Looking after the home or family	59	11	54	13	29	16	14	36	30	19	**	5	55	**	43	16	1	1	-	13	18	13	12	48	9
	4%	3%	5%	6%	5%	5%	4%	5%	4%	4%	**	1%	8%	**	8%	4%	1%	*%	-%	4%	4%	5%	3%	4%	5%
												k			opqr	pqr									
Retired from paid work	302	148	217	30	156	71	49	137	124	71	**	128	174	**	3	78	135	219	84	43	55	29	164	244	50
	21%	42%	18%	14%	25%	21%	15%	18%	17%	16%	**	17%	24%	**	1%	19%	82%	87%	96%	13%	14%	12%	44%	22%	25%
		bcd			bc	f						k			n	no	no	nopq		stu					
Unemployed	115	16	109	18	39	18	10	35	27	17	**	86	29	**	44	22	2	2	-	10	4	6	75	90	11
	8%	5%	9%	8%	6%	5%	3%	5%	4%	4%	**	11%	4%	**	8%	5%	1%	1%	-%	3%	1%	2%	20%	8%	6%
			ad									l			opqr	pqr						stu			
On a government work or training scheme	5	1	4	3	1	-	1	1	1	1	**	4	1	**	1	-	1	1	-	-	4	-	1	2	3
	*%	*%	*%	1%	*%	-%	*%	*%	*%	*%	**	*%	*%	**	*%	-%	1%	1%	-%	-%	1%	-%	*%	*%	1%
																	o	o						w	
Permanently sick or disabled	28	6	22	2	17	5	4	11	13	8	**	14	13	**	6	18	2	2	-	-	2	3	22	19	4
	2%	2%	2%	1%	3%	2%	1%	2%	2%	2%	**	2%	2%	**	1%	4%	1%	1%	-%	-%	*%	1%	6%	2%	2%
															npqr						s	stu			

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 297**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC3. Which of these best describes your current situation? Are you...**

Base : All respondents

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	Total	LAND-	BROAD-			LL & BB	LL & TV & BB	BROAD-			MALE	FEMALE													
		MOBILE	TV	TV	TV			MOBILE																	
		LINE							BAND	LINE															BAND
Significance Level: 95%	a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x	
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
Refused	29	9	22	5	14	6	5	13	14	8	**	20	9	**	3	3	1	1	*	*	*	1	-	17	2
	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	**	3%	1%	**	1%	1%	*%	*%	*%	*%	*%	*%	-%	2%	1%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 298**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4. Which part of the UK do you live in?**

Base : All respondents

	Total	SINGLE SERVICES				BUNDLED SERVICES						GENDER		AGE						SOCIAL GRADE				URBANITY	
		LAND-	MOBILE	BROAD-	TV	LL & BB	LL & TV & BB	LAND-	BROAD-	TV	MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		LINE		BAND		BB	BB	LINE	BAND		~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Significance Level: 95%		a	b	c	d	e	f	g	h	i															
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
North East England	92	19	81	9	29	19	25	49	45	32	**	57	36	**	28	25	10	14	4	20	29	17	24	64	15
	6%	5%	7%	4%	5%	6%	8%	7%	6%	7%	**	8%	5%	**	5%	6%	6%	6%	5%	6%	7%	7%	6%	6%	7%
Yorkshire and the Humber	111	29	87	17	52	28	22	61	53	31	**	49	61	**	49	27	16	23	8	23	26	20	32	90	12
	8%	8%	7%	8%	8%	9%	7%	8%	7%	7%	**	7%	9%	**	9%	7%	9%	9%	9%	7%	6%	8%	9%	8%	6%
East Midlands	120	34	97	20	61	28	23	55	55	27	**	64	56	**	45	32	15	22	7	22	37	15	44	93	22
	8%	9%	8%	10%	10%	8%	7%	7%	8%	6%	**	8%	8%	**	8%	8%	9%	9%	8%	6%	9%	6%	12% su	8%	11%
East of England	119	36	92	22	54	27	31	68	63	40	**	67	53	**	54	32	16	25	9	24	44	18	28	84	25
	8%	10%	8%	11%	9%	8%	9%	9%	9%	9%	**	9%	7%	**	10%	8%	9%	10%	10%	7%	11%	7%	7%	7%	12% w
London	147	25	122	20	58	37	29	71	68	40	**	85	62	**	63	32	7	15	7	40	40	19	26	127	-
	10%	7%	10%	10%	9%	11%	9%	10%	9%	9%	**	11%	9%	**	12% opq	8%	4%	6%	8%	12% v	10%	8%	7%	11% x	-%
South East England	206	44	171	28	80	46	51	106	106	63	**	100	106	**	79	56	22	34	12	64	61	30	39	166	21
	14%	12%	14%	13%	13%	14%	15%	14%	15%	15%	**	13%	15%	**	15%	14%	13%	13%	13%	19% uv	15%	13%	10%	15%	10%
South West England	145	36	117	19	60	36	35	81	76	46	**	67	77	**	48	47	13	21	7	35	41	24	30	113	25
	10%	10%	10%	9%	10%	11%	11%	11%	11%	11%	**	9%	11%	**	9%	12%	8%	8%	9%	10%	10%	10%	8%	10%	12%
West Midlands	109	30	87	21	51	24	22	51	51	29	**	59	50	**	34	31	12	20	8	18	30	22	31	89	16
	7%	8%	7%	10%	8%	7%	7%	7%	7%	7%	**	8%	7%	**	6%	8%	7%	8%	9%	5%	7%	9%	8%	8%	8%
North West England	159	36	132	18	65	35	41	82	86	52	**	75	84	**	50	45	23	33	10	35	37	32	48	132	12
	11%	10%	11%	8%	11%	10%	12%	11%	12%	12%	**	10%	12%	**	9%	11%	14%	13%	11%	10%	9%	13%	13%	12% x	6%
Wales	83	23	68	9	33	17	11	31	27	15	**	42	42	**	15	21	11	18	6	13	19	14	31	52	23
	6%	6%	6%	4%	5%	5%	3%	4%	4%	3%	**	6%	6%	**	3%	5% n	7% n	7% n	7% n	13% s	5%	6%	8%	5% w	11%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 298**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4. Which part of the UK do you live in?**

Base : All respondents

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	Total	LAND-	BROAD-			LL & BB	LL & TV & BB	BROAD-			MOBILE	FEMALE		16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN RURAL	
		LINE	MOBILE	BAND	TV		BAND	TV	MALE																
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
Scotland	129	33	97	20	54	27	33	70	66	45	**	67	62	**	52	38	18	27	8	30	33	23	35	94	22
	9%	9%	8%	9%	9%	8%	10%	9%	9%	10%	**	9%	9%	**	10%	9%	11%	11%	10%	9%	8%	10%	9%	8%	11%
Northern Ireland	40	10	28	3	17	6	9	17	19	10	**	14	25	**	18	16	1	2	*	12	9	6	9	26	9
	3%	3%	2%	2%	3%	2%	3%	2%	3%	2%	**	2%	4%	**	3%	4%	1%	1%	*%	4%	2%	2%	2%	2%	4%
															pq	pqr									
Refused	11	1	10	3	3	2	1	3	4	3	**	8	2	**	3	*	1	1	-	-	*	1	-	*	-
	1%	*%	1%	1%	1%	1%	*%	*%	1%	1%	**	1%	*%	**	1%	*%	*%	*%	-%	-%	*%	*%	-%	*%	-%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 299**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC5. Which of these options applies to your home? Is it...**

Base : All respondents

	Total	SINGLE SERVICES				BUNDLED SERVICES						GENDER		AGE						SOCIAL GRADE				URBANITY	
		LAND-	BROAD-		TV	LL &	LL &	LAND-	BROAD-		MOBILE	FEMALE		16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		LINE	MOBILE	BAND		BB	TV &	LINE	BAND	TV		MALE													
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
Being bought on a mortgage	580	118	472	94	228	146	167	357	341	222	**	281	299	**	308	176	14	22	7	189	203	98	70	474	65
	39%	33%	40%	44%	37%	44%	50%	48%	47%	51%	**	37%	42%	**	57%	44%	9%	9%	9%	57%	50%	40%	19%	42%	33%
			a	a						e					opqr	pqr				uv	uv	v		x	
Owned outright by the household	393	154	312	57	204	105	65	185	182	86	**	197	196	**	50	140	113	173	60	96	96	56	129	288	86
	27%	43%	26%	27%	33%	31%	19%	25%	25%	20%	**	26%	27%	**	9%	35%	68%	68%	69%	29%	24%	23%	34%	25%	43%
		bcd		b		fghi		fi	fi							n	no	no	no			tu		w	
Rented from a Local Authority, Housing Association or Trust	188	43	157	18	70	34	33	75	70	45	**	101	86	**	71	46	17	31	13	21	21	32	96	160	9
	13%	12%	13%	9%	11%	10%	10%	10%	10%	10%	**	13%	12%	**	13%	11%	11%	12%	15%	6%	5%	13%	25%	14%	5%
																					st	stu	x		
Rented from a private landlord	224	24	181	31	83	31	56	90	90	60	**	119	105	**	90	27	13	15	2	26	69	48	67	155	30
	15%	7%	15%	15%	13%	9%	17%	12%	12%	14%	**	16%	15%	**	17%	7%	8%	6%	3%	8%	17%	20%	18%	14%	15%
			a	a	a		egh			e					opqr					s	s	s			
Something else	9	1	5	1	5	3	*	4	4	*	**	6	3	**	6	1	1	1	-	*	4	3	2	3	4
	1%	*%	*%	*%	1%	1%	*%	1%	1%	*%	**	1%	*%	**	1%	*%	1%	1%	-%	*%	1%	1%	1%	*%	2%
																								w	
Don't know	16	-	16	-	1	3	1	4	5	2	**	13	4	**	2	-	-	1	1	-	3	3	4	15	1
	1%	-%	1%	-%	*%	1%	*%	1%	1%	*%	**	2%	*%	**	*%	-%	-%	*%	1%	-%	1%	1%	1%	1%	*%
			ad									l							o						
Refused	61	17	45	10	27	12	11	28	29	18	**	37	23	**	11	11	7	10	4	1	9	3	8	36	4
	4%	5%	4%	5%	4%	4%	3%	4%	4%	4%	**	5%	3%	**	2%	3%	4%	4%	4%	*%	2%	1%	2%	3%	2%
																				s		s			

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 300**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC6. How many people live in your household, including yourself and any children?**

Base : All respondents

	Total	SINGLE SERVICES				BUNDLED SERVICES						GENDER		AGE						SOCIAL GRADE				URBANITY	
		LAND-	MOBILE	BROAD-	TV	LL & BB	LL & TV & BB	LAND-	BROAD-	TV	MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Significance Level: 95%																									
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
1	285	100	213	22	126	48	55	113	104	66	**	125	160	**	72	78	55	104	49	42	60	35	135	215	42
	19%	28%	18%	10%	20%	14%	16%	15%	14%	15%	**	17%	22%	**	13%	19%	33%	41%	56%	13%	15%	14%	36%	19%	21%
		bcd	c		c								k			n	no	nop	nopq			stu			
2	461	128	376	74	222	119	101	244	238	138	**	250	211	**	117	152	94	127	34	97	131	74	126	356	65
	31%	36%	32%	35%	36%	36%	30%	33%	33%	32%	**	33%	29%	**	22%	38%	57%	50%	39%	29%	32%	31%	33%	31%	32%
																n	nor	nor	n						
3	259	50	217	43	98	60	71	144	150	90	**	117	142	**	119	76	10	12	1	81	76	47	42	202	33
	18%	14%	18%	20%	16%	18%	21%	19%	21%	21%	**	16%	20%	**	22%	19%	6%	5%	1%	24%	19%	19%	11%	18%	16%
			a												pqr	pqr	r		1%	v	v	v			
4	284	50	234	45	109	72	63	152	140	83	**	158	127	**	143	67	3	4	1	74	97	53	41	218	41
	19%	14%	20%	21%	18%	21%	19%	20%	19%	19%	**	21%	18%	**	27%	17%	2%	1%	1%	22%	24%	22%	11%	19%	21%
			a	a											opqr	pqr				v	v	v			
5	108	12	90	13	31	21	31	57	53	35	**	60	47	**	55	21	-	1	1	26	31	23	16	87	13
	7%	3%	8%	6%	5%	6%	9%	8%	7%	8%	**	8%	7%	**	10%	5%	-%	1%	1%	8%	8%	10%	4%	8%	6%
			ad												opqr	pqr						v			
6 or more	43	7	36	8	19	10	8	21	20	11	**	22	22	**	23	7	*	*	-	14	7	8	13	37	4
	3%	2%	3%	4%	3%	3%	2%	3%	3%	3%	**	3%	3%	**	4%	2%	2%	2%	-%	4%	2%	3%	3%	3%	2%
															opqr	q				t					
Refused	31	9	23	7	12	5	6	14	15	11	**	23	9	**	8	1	3	5	1	1	5	2	4	17	2
	2%	3%	2%	3%	2%	1%	2%	2%	2%	2%	**	3%	1%	**	2%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%
												l			o		o	o	o						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 301**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC7. Which of these options applies to you? Are you...**

Base : All respondents

	Total	SINGLE SERVICES				BUNDLED SERVICES						GENDER		AGE						SOCIAL GRADE				URBANITY	
		LAND-	BROAD-		TV	LL &	LL &	LAND-	BROAD-		MOBILE	FEMALE		16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		LINE	MOBILE	BAND		BB	TV &	LINE	BAND	TV		MALE													
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
Married/ Civil Partnership/ living as married	789	210	627	133	366	227	217	500	483	288	**	405	384	**	360	278	95	127	32	227	237	128	163	614	121
	54%	59%	53%	63%	59%	68%	65%	67%	67%	66%	**	54%	54%	**	67%	69%	57%	50%	37%	68%	58%	53%	43%	54%	60%
		b		b	b										pqr	pqr	r	r		tuv	v	v			
Single	430	47	379	47	123	60	67	131	134	80	**	253	178	**	136	48	12	19	7	76	120	84	103	326	40
	29%	13%	32%	22%	20%	18%	20%	18%	19%	18%	**	34%	25%	**	25%	12%	7%	7%	8%	23%	30%	35%	27%	29%	20%
			acd	a	a							l			opqr	pq				s	s			x	
Widowed, divorced or separated	211	85	155	22	107	40	44	96	86	55	**	72	139	**	34	71	55	99	44	30	44	25	104	167	36
	14%	24%	13%	11%	17%	12%	13%	13%	12%	13%	**	10%	19%	**	6%	18%	33%	39%	51%	9%	11%	11%	28%	15%	18%
		bcd			bc							k			n	no	no	no	no	stu					
Refused	41	15	29	9	21	8	6	17	17	10	**	24	16	**	7	5	5	8	4	1	6	4	6	24	4
	3%	4%	2%	4%	3%	2%	2%	2%	2%	2%	**	3%	2%	**	1%	1%	3%	3%	4%	1%	1%	2%	2%	2%	2%
		b															o	no							

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 302**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC8. Which of these ethnic groups do you consider you belong to...**

Base : All respondents

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	Total	LAND-	BROAD-			LL & BB	LL & TV & BB	BROAD-			MALE	FEMALE											URBAN RURAL		
		LINE	MOBILE	BAND	TV			LAND-LINE	BAND	MOBILE			16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
WHITE																									
British	832	209	672	131	367	191	200	434	420	255	**	387	445	**	319	247	85	125	39	195	254	135	215	649	122
	57%	58%	56%	62%	60%	57%	60%	58%	58%	59%	**	51%	62% k	**	59% pqr	61% pqr	52%	49%	45%	58%	63%	56%	57%	57%	61%
English	289	80	231	33	124	70	68	153	148	90	**	182	107	**	84	92	48	79	31	63	71	55	86	227	42
	20%	22% c	19%	16%	20%	21%	20%	21%	21%	21%	**	24% l	15%	**	16%	23% n	29% no	31% no	36% no	19%	18%	23%	23%	20%	21%
Scottish	75	17	58	9	28	15	24	45	43	31	**	37	37	**	26	19	14	20	6	13	23	14	22	56	9
	5%	5%	5%	4%	5%	4%	7%	6%	6%	7%	**	5%	5%	**	5%	5%	9% no	8% no	7%	4%	6%	6%	6%	5%	5%
Welsh	44	11	39	3	13	6	7	14	11	8	**	23	21	**	7	9	6	11	4	8	8	8	15	25	13
	3%	3%	3%	1%	2%	2%	2%	2%	2%	2%	**	3%	3%	**	1%	2%	4% n	4% n	5% n	2%	2%	3%	4%	2%	7% w
Irish	42	9	34	4	22	9	6	15	17	9	**	9	33	**	16	13	4	5	1	11	8	2	15	27	7
	3%	3%	3%	2%	4%	3%	2%	2%	2%	2%	**	1%	5% k	**	3%	3%	2%	2%	1%	3% u	2%	1%	4% u	2%	3%
Other white background	17	3	15	3	8	5	2	9	8	3	**	8	9	**	12	3	1	2	1	9	5	3	1	16	2
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	**	1%	1%	**	2% o	1%	1%	1%	1%	3% v	1%	1%	1% *	1%	1% 1%
MIXED																									
White and Black Caribbean	3	1	3	-	2	-	1	1	1	1	**	2	1	**	1	1	1	1	-	1	-	-	2	3	-
	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	**	*%	*%	**	*%	*%	*%	*%	-%	*%	-%	-%	1%	*%	-%
White and Asian	7	2	5	2	4	1	1	2	1	1	**	3	4	**	7	-	-	-	-	2	3	1	1	5	1
	*%	1%	*%	1%	1%	*%	*%	*%	*%	*%	**	*%	1%	**	1%	-%	-%	-%	-%	1%	1%	*%	*%	*%	1%
oq																									

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 302**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC8. Which of these ethnic groups do you consider you belong to...**

Base : All respondents

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	Total	LAND-	MOBILE	BROAD-		LL & BB	TV & BB	BROAD-		MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	
		LINE		BAND	TV			LINE	BAND																~j
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
Other mixed background	9	1	8	*	2	3	3	5	5	3	**	5	4	**	4	1	1	1	-	5	2	1	1	9	-
	1%	*%	1%	*%	*%	1%	1%	1%	1%	1%	**	1%	1%	**	1%	*%	*%	*%	-%	1%	*%	*%	*%	1%	-%
ASIAN AND BRITISH ASIAN																									
Indian	24	2	17	1	5	6	6	13	17	7	**	12	12	**	12	3	-	*	*	5	10	5	2	18	-
	2%	1%	1%	1%	1%	2%	2%	2%	2%	2%	**	2%	2%	**	2%	1%	-%	*%	*%	1%	2%	2%	1%	2%	-%
															opq										
Pakistani	19	2	17	3	6	6	3	9	9	4	**	13	6	**	9	*	-	1	1	3	6	6	1	12	-
	1%	*%	1%	1%	1%	2%	1%	1%	1%	1%	**	2%	1%	**	2%	*%	-%	*%	1%	1%	2%	2%	*%	1%	-%
															opq							v			
Bangladeshi	5	1	1	1	1	2	1	3	3	2	**	4	*	**	5	-	-	-	-	1	1	*	2	4	-
	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%	**	1%	*%	**	1%	-%	-%	-%	-%	*%	*%	*%	1%	*%	-%
															o										
Other Asian background	18	4	16	5	5	*	2	4	2	3	**	14	4	**	8	1	1	1	-	7	2	3	1	15	-
	1%	1%	1%	2%	1%	*%	1%	*%	*%	1%	**	2%	1%	**	2%	*%	*%	*%	-%	2%	*%	1%	*%	1%	-%
															o										
BLACK AND BLACK BRITISH																									
Caribbean	7	*	6	-	3	2	1	4	4	2	**	3	4	**	3	4	*	*	-	3	2	1	-	7	-
	*%	*%	*%	-%	*%	1%	*%	*%	1%	*%	**	*%	*%	**	1%	1%	*%	*%	-%	1%	1%	1%	-%	1%	-%
African	19	-	16	5	4	4	4	10	7	5	**	8	10	**	9	3	-	-	-	7	5	*	2	14	-
	1%	-%	1%	2%	1%	1%	1%	1%	1%	1%	**	1%	1%	**	2%	1%	-%	-%	-%	2%	1%	*%	*%	1%	-%
			a	a											pq					u					
CHINESE																									
Chinese	1	-	1	-	1	1	-	1	1	-	**	1	-	**	1	-	-	-	-	-	1	-	-	1	-
	*%	-%	*%	-%	*%	*%	-%	*%	*%	-%	**	*%	-%	**	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 302**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC8. Which of these ethnic groups do you consider you belong to...**

Base : All respondents

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	Total	LAND-		BROAD-		LL & BB	LL & TV & BB	BROAD-		MOBILE	FEMALE											URBAN RURAL			
		LINE	MOBILE	BAND	TV			LINE	BAND			TV	~j	MALE	MALE	16-24	25-44	45-64	65-74	65+	75+			AB	C1
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
MIDDLE EAST AND ARABIC ORIGIN																									
Middle Eastern, including Arabic	3	-	3	1	1	2	-	3	2	1	**	3	-	**	1	1	-	-	-	-	-	1	1	3	-
	*%	-%	*%	1%	*%	1%	-%	*%	*%	*%	**	*%	-%	**	*%	*%	-%	-%	-%	-%	-%	*%	*%	*%	-%
Iranian	1	-	1	-	-	-	-	-	-	-	**	1	-	**	1	-	-	-	-	-	1	-	-	1	-
	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	**	*%	-%	**	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%
OTHER ETHNIC GROUP																									
Any other ethnic background	12	-	12	4	1	2	1	3	3	1	**	6	5	**	3	1	-	-	-	1	3	4	-	11	-
	1%	-%	1%	2%	*%	1%	*%	*%	*%	*%	**	1%	1%	**	1%	*%	-%	-%	-%	*%	1%	1%	-%	1%	-%
			a	ad																					
Refused	45	15	36	8	20	9	5	18	17	8	**	32	13	**	10	4	4	7	3	3	2	4	10	29	4
	3%	4%	3%	4%	3%	3%	2%	2%	2%	2%	**	4%	2%	**	2%	1%	3%	3%	4%	1%	*%	2%	3%	3%	2%
												l						o	o				t		

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 303**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC9. Please tell me which of these, if any, LIMIT your DAILY ACTIVITIES or the WORK YOU CAN DO?**

Base : All respondents

	Total	SINGLE SERVICES				BUNDLED SERVICES						GENDER		AGE						SOCIAL GRADE				URBANITY	
		LAND-	BROAD-			LL & BB	LL & TV & BB	BROAD-			MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		LINE	MOBILE	BAND	TV			LAND- LINE	BAND	TV															
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
Cannot walk very far or manage stairs or can only do so with difficulty	92 6%	42 12% bcd	66 6%	8 4%	49 8% c	16 5%	12 4%	33 4%	30 4%	20 5%	** **	35 5%	57 8% k	** **	11 2%	29 7% n	25 15% no	47 19% no	22 26% nop	5 2%	12 3%	12 5% s	59 16% stu	81 7%	9 4%
Breathlessness or chest pains	83 6%	29 8% bc	65 5%	6 3%	40 6%	13 4%	15 5%	33 4%	29 4%	20 5%	** **	36 5%	47 6%	** **	15 3%	25 6% n	23 14% no	36 14% no	13 15% no	6 2%	14 3%	10 4%	49 13% stu	70 6%	11 5%
Limited ability to reach	64 4%	27 8% bc	47 4%	5 2%	32 5%	12 4%	9 3%	25 3%	24 3%	15 3%	** **	26 3%	38 5%	** **	13 2%	20 5% n	16 10% no	31 12% no	15 17% nop	4 1%	9 2%	7 3%	42 11% stu	50 4%	9 4%
Poor vision, partial sight or blindness	60 4%	21 6%	49 4%	7 3%	24 4%	10 3%	11 3%	23 3%	21 3%	15 4%	** **	28 4%	32 4%	** **	12 2%	14 3%	16 10% no	25 10% no	9 10% no	10 3%	16 4%	7 3%	26 7% su	49 4%	9 4%
Poor hearing, partial hearing or deafness	52 4%	16 4% c	40 3%	2 1%	25 4%	10 3%	12 4%	27 4%	22 3%	17 4%	** **	30 4%	22 3%	** **	10 2%	16 4% n	17 10% no	25 10% no	8 10% no	10 3%	8 2%	9 4%	25 7% st	42 4%	7 4%
Mental health problems or difficulties	35 2%	9 3%	30 3%	6 3%	23 4%	9 3%	5 2%	14 2%	13 2%	6 1%	** **	16 2%	19 3%	** **	15 3%	13 3%	4 2%	4 2%	1 1%	6 2%	4 1%	4 2%	19 5% stu	25 2%	5 3%
Cannot walk at all/ use a wheelchair	14 1%	6 2%	10 1%	1 *%	8 1%	3 1%	2 1%	6 1%	6 1%	4 1%	** **	6 1%	9 1%	** **	3 1%	7 2%	2 1%	4 2%	3 3% n	1 *%	1 *%	1 *%	12 3% stu	12 1%	2 1%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 303**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC9. Please tell me which of these, if any, LIMIT your DAILY ACTIVITIES or the WORK YOU CAN DO?**

Base : All respondents

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY			
	Total	LAND-	MOBILE	BROAD-		LL & BB	LL & TV & BB	BROAD-		MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL		
		LINE	a	b	BAND		TV	BB	LINE																BAND	h
Significance Level: 95%																										
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307	
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192	
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200	
Difficulty in speaking or communicating	9	4	8	-	3	*	2	3	3	4	**	4	5	**	4	2	1	3	1	-	-	1	6	6	3	
	1%	1%	1%	-%	3%	3%	1%	3%	3%	1%	**	1%	1%	**	1%	1%	1%	1%	2%	-%	-%	1%	1%st	1%	1%	
Other illnesses or health problems which limit your daily activities or the work you can do	72	22	56	10	34	16	16	37	35	22	**	38	33	**	16	32	12	20	8	9	13	13	32	67	4	
	5%	6%	5%	5%	6%	5%	5%	5%	5%	5%	**	5%	5%	**	3%	8% n	7% n	8% n	10% n	3%	3%	6%	9% st	6% x	2%	
None	1143	256	931	178	471	272	271	598	585	341	**	597	546	**	458	313	102	148	46	297	346	196	237	877	161	
	78%	72%	78% a	84% ad	76%	81%	81%	80%	81%	79%	**	79%	76%	**	85% opqr	78% pqr	61%	58%	53%	89% uv	85% v	81% v	63%	78%	81%	
Refused	69	15	54	8	29	15	12	32	31	19	**	41	29	**	20	10	7	10	3	5	11	10	13	41	6	
	5%	4%	5%	4%	5%	4%	4%	4%	4%	4%	**	5%	4%	**	4%	3%	4%	4%	4%	2%	3%	4%	3%	4%	3%	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x																										

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 304**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC10. Which of these best describes your sight - with glasses or contact lenses if you normally use them?**

Base : Those with poor vision, partial sight or blindness

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE							SOCIAL GRADE				URBANITY	
	Total	LAND-		BROAD-		LL & BB	LL & TV & BB	BROAD-		MOBILE	FEMALE												URBAN	RURAL	
		LINE	MOBILE	BAND	TV			LINE	BAND			16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE				
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	~v	~w	~x
Unweighted total	79	33	59	12	37	15	13	33	28	20	4	38	41	4	11	26	25	38	13	13	15	12	37	63	14
Effective Weighted Sample	57	31	42	11	34	14	9	25	21	14	4	27	30	4	9	24	24	37	13	9	11	7	36	46	12
Total	60	21	49	7	24	10	11	23	21	15	2	28	32	10	12	14	16	25	9	10	16	7	26	49	9
Cannot see at all/ blind	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot tell by the light where the windows are	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see the shapes of furniture in the room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if he or she is at arms length	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 304**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC10. Which of these best describes your sight - with glasses or contact lenses if you normally use them?**

Base : Those with poor vision, partial sight or blindness

	Total	SINGLE SERVICES				BUNDLED SERVICES						GENDER		AGE						SOCIAL GRADE				URBANITY	
		LAND-		BROAD-		LL & BB	LL & TV & BB	BROAD-		TV	MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		LINE	MOBILE	BAND	TV			LINE	BAND																
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	~v	~w	~x
Unweighted total	79	33	59	12	37	15	13	33	28	20	4	38	41	4	11	26	25	38	13	13	15	12	37	63	14
Effective Weighted Sample	57	31	42	11	34	14	9	25	21	14	4	27	30	4	9	24	24	37	13	9	11	7	36	46	12
Total	60	21	49	7	24	10	11	23	21	15	2	28	32	10	12	14	16	25	9	10	16	7	26	49	9
Cannot see well enough to recognise a friend across a room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Refused	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 305**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC11. Which of these best describes your hearing - with a hearing aid if you normally use one?**

Base : Those with poor hearing, partial hearing or deafness

	SINGLE SERVICES					BUNDLED SERVICES						GENDER		AGE						SOCIAL GRADE				URBANITY	
	Total	LAND-	MOBILE	BROAD-	TV	LL & BB	LL & TV & BB	LAND-	BROAD-	TV	MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	~w	~x
		LINE ~a	~b	BAND ~c	~d	~e	~f	LINE ~g	BAND ~h	~i	~j			~m	~n	~o	~p	~q	~r	~s	~t	~u	~v		
Significance Level: 95%																									
Unweighted total	83	28	60	5	42	18	19	45	39	27	6	46	37	1	9	31	28	42	14	17	15	17	31	66	13
Effective Weighted Sample	65	26	46	5	38	17	16	40	35	23	6	34	33	1	7	27	27	40	13	16	14	11	26	51	12
Total	52	16	40	2	25	10	12	27	22	17	3	30	22	2	10	16	17	25	8	10	8	9	25	42	7
Cannot follow a TV programme with the volume turned up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty following a conversation against background noise	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 305**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC11. Which of these best describes your hearing - with a hearing aid if you normally use one?**

Base : Those with poor hearing, partial hearing or deafness

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	Total	LAND-	BROAD-			LL & BB	LL & TV & BB	BROAD-			MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	
		LINE	MOBILE	BAND	TV		LAND- LINE	BAND	TV	MOBILE															
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	~v	~w	~x	
Unweighted total	83	28	60	5	42	18	19	45	39	27	6	46	37	1	9	31	28	42	14	17	15	17	31	66	13
Effective Weighted Sample	65	26	46	5	38	17	16	40	35	23	6	34	33	1	7	27	27	40	13	16	14	11	26	51	12
Total	52	16	40	2	25	10	12	27	22	17	3	30	22	2	10	16	17	25	8	10	8	9	25	42	7
Refused	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 306**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC12. Which of these describes your total household income from all sources before tax and any other deductions?**

Base : All respondents

	Total	SINGLE SERVICES				BUNDLED SERVICES						GENDER		AGE						SOCIAL GRADE				URBANITY	
		LAND-		BROAD-		LL & BB	TV & BB	BROAD-		MOBILE	MALE	FEMALE											URBAN	RURAL	
		LINE	MOBILE	BAND	TV			LINE	BAND				16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
Under £11,500 per year	211	63	167	21	84	38	29	81	65	46	**	106	104	**	56	54	37	65	28	8	25	20	151	174	27
	14%	18%	14%	10%	14%	11%	9%	11%	9%	11%	**	14%	15%	**	10%	13%	22% no	26% no	32% nop	2%	6% s	8% s	40% stu	15%	13%
£11,500 - £17,499	149	32	129	21	56	27	36	71	60	43	**	69	81	**	44	37	28	39	11	10	38	39	48	117	17
	10%	9%	11%	10%	9%	8%	11%	10%	8%	10%	**	9%	11%	**	8%	9%	17% no	15% no	12%	3%	9% s	16% st	13% s	10%	9%
£17,500 - £29,999	242	45	205	30	114	66	68	142	143	79	**	128	114	**	104	66	23	29	7	48	89	57	41	187	44
	16%	13%	17% a	14%	18% a	20%	20%	19%	20%	18%	**	17%	16%	**	19% qr	16% qr	14%	12%	8%	14%	22% sv	24% sv	11%	17%	22%
£30,000 or more	444	100	354	80	189	120	133	278	283	171	**	238	206	**	241	139	17	24	7	208	153	52	24	356	65
	30%	28%	30%	38% ab	31%	36%	40%	37%	39%	40%	**	32%	29%	**	45% opqr	35% pqr	10%	10%	8%	62% tuv	38% uv	22% v	6%	32%	32%
Refused	266	71	209	46	124	67	60	144	135	80	**	133	133	**	71	82	41	63	22	49	65	43	61	178	32
	18%	20%	18%	22%	20%	20%	18%	19%	19%	18%	**	18%	19%	**	13%	21% n	25% n	25% n	26% n	15%	16%	18%	16%	16%	16%
Don't know	158	47	126	14	49	17	8	28	34	14	**	80	78	**	22	23	20	32	12	12	37	29	52	118	16
	11%	13% cd	11%	7%	8%	5% f	2%	4%	5%	3%	**	11%	11%	**	4%	6%	12% no	13% no	14% no	3%	9% s	12% s	14% s	10%	8%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 307**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14. Would you be happy to be contacted again - either regarding this study or if we were to conduct any similar research for Ofcom in the future?**

Base : All respondents

	SINGLE SERVICES					BUNDLED SERVICES					GENDER		AGE						SOCIAL GRADE				URBANITY		
	Total	LAND-	MOBILE	BROAD-	TV	LL & BB	LL & TV & BB	LAND- LINE	BAND	TV	MOBILE	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		LINE		BAND			TV																		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
Yes	930	217	764	146	409	233	214	496	471	276	**	486	445	**	378	260	100	145	45	226	265	168	227	743	130
	63%	61%	64%	69%	66%	70%	64%	67%	65%	64%	**	64%	62%	**	70%	65%	61%	57%	52%	67%	65%	70%	60%	66%	65%
				a											opqr	qr						v			
No	540	140	425	66	208	102	121	249	249	157	**	268	272	**	160	142	65	107	42	109	142	74	150	388	70
	37%	39%	36%	31%	34%	30%	36%	33%	35%	36%	**	36%	38%	**	30%	35%	39%	43%	48%	33%	35%	30%	40%	34%	35%
		c													n	n	no	no				u			

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x



**OFCom SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 308**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC15. GENDER OF RESPONDENT**

Base : All respondents

	Total	SINGLE SERVICES				BUNDLED SERVICES						GENDER		AGE						SOCIAL GRADE				URBANITY	
		LAND-	BROAD-			LL & BB	LL & TV & BB	BROAD-				MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		MOBILE	BAND	TV	LL & LINE			BAND	TV	MOBILE															
		LINE									MOBILE														
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	q	r	s	t	u	v	w	x
Unweighted total	2000	585	1564	297	945	545	498	1164	1117	646	98	1014	986	89	579	885	284	422	138	451	528	472	424	1568	307
Effective Weighted Sample	1238	491	968	189	654	425	383	905	832	499	53	608	633	80	510	816	263	393	130	339	339	265	270	1006	192
Total	1471	358	1189	212	617	335	334	744	720	433	75	754	717	250	537	402	166	253	87	334	407	242	377	1131	200
Male	754	171	610	123	306	163	159	358	353	211	**	754	-	**	261	203	80	114	34	171	189	135	187	558	105
	51%	48%	51%	58%	50%	49%	48%	48%	49%	49%	**	100%	-%	**	49%	51%	48%	45%	39%	51%	47%	56%	50%	49%	53%
				ad								l			r	r						t			
Female	717	187	579	89	311	172	175	387	367	222	**	-	717	**	277	198	85	139	53	164	217	107	190	573	95
	49%	52%	49%	42%	50%	51%	52%	52%	51%	51%	**	-%	100%	**	51%	49%	52%	55%	61%	49%	53%	44%	50%	51%	47%
		c			c							k						no		u					

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l - m,n,o,p,q,r - s,t,u,v - w,x

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 309**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q18/9a/18. Variable used for calculating past Fixed score**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Switched in last 4 years	50	26	18	**	**	27	50	-	**	45	**	41	**	23	19	9	13	18	32
	14%	14%	13%	**	**	27%	41%	-%	**	40%	**	14%	**	8%	15%	11%	15%	10%	17%
						g	eg												q
Considered and shopped in last 4 years	14	3	8	**	**	4	4	11	**	4	**	7	**	-	6	4	2	8	7
	4%	2%	6%	**	**	4%	3%	5%	**	3%	**	2%	**	-%	5%	5%	2%	4%	4%
			a																
Considered and did not shop in last 4 years	16	4	8	**	**	4	4	12	**	4	**	7	**	-	7	4	4	9	7
	4%	2%	6%	**	**	4%	3%	5%	**	4%	**	2%	**	-%	6%	4%	4%	5%	4%
			a																
Not switched, but negotiated with current supplier	10	6	3	**	**	*	*	9	**	*	**	10	**	10	5	3	1	4	5
	3%	3%	2%	**	**	*%	*%	4%	**	*%	**	3%	**	3%	4%	3%	1%	3%	3%
								ef											
None of these	268	143	97	**	**	64	64	204	**	57	**	231	**	255	91	65	66	132	136
	75%	78%	73%	**	**	64%	53%	87%	**	52%	**	78%	**	89%	71%	77%	76%	78%	73%
						f		ef											

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 309**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q18/9a/18. Variable used for calculating past Fixed score**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t	
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158	
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125	
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100	
Switched in last 4 years	50	-	**	23	**	**	12	17	12	20	8	12	10	10	17	39	11	**	**	**	15	
	14%	-%	**	17% a	**	**	13%	16%	16%	14%	12%	16%	12%	19%	13%	14%	15%	**	**	**	15%	
Considered and shopped in last 4 years	14	-	**	3	**	**	8	5	1	2	1	6	3	2	2	12	2	**	**	**	9	
	4%	-%	**	2% a	**	**	8% hij	5% i	1%	1%	1%	8% n	4%	5%	2%	4%	3%	**	**	**	9%	
Considered and did not shop in last 4 years	16	-	**	1	**	**	7	4	4	5	1	3	5	2	5	11	4	**	**	**	6	
	4%	-%	**	1%	**	**	8%	3%	5%	4%	2%	5%	6%	4%	4%	4%	6%	**	**	**	6%	
Not switched, but negotiated with current supplier	10	-	**	*	**	**	3	4	1	2	1	1	5	*	1	9	1	**	**	**	5	
	3%	-%	**	*% c	**	**	4%	3%	1%	2%	2%	2%	6% mn	1%	1%	3%	1%	**	**	**	5%	
None of these	268	119	**	106	**	**	61	79	57	112	54	51	59	37	105	204	55	**	**	**	65	
	75%	100% c	**	79%	**	**	67%	73%	76%	79% f	83% f	69%	72%	72% k	81%	74%	75%	**	**	**	64%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 310**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15/8/19. Variable used for calculating current Fixed score**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

		LANDLINE SUPPLIER SATISFACTION			SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
					LONGER										UNDER				
	Total	VERY	QUITE	NOT	LAST	AGO	EVER	NEVER	YES	NO	ACTIVE	NOT	YES	NO	£18	£18-£23	£24+	MALE	FEMALE
		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Very active considerers	15	*	3	**	**	8	8	7	**	5	**	-	**	-	4	3	8	6	9
	4%	%	2%	**	**	8%	6%	3%	**	5%	**	-%	**	-%	3%	3%	9%	3%	5%
			a			g											no		
Active considerers	45	8	26	**	**	18	20	25	**	20	**	-	**	25	19	11	12	25	20
	13%	5%	19%	**	**	18%	17%	11%	**	18%	**	-%	**	9%	15%	14%	14%	15%	11%
			a			g													
Not considerers, but happy with existing AND definitely best	86	75	11	**	**	17	22	64	**	19	**	86	**	79	38	23	13	36	50
	24%	41%	8%	**	**	17%	18%	27%	**	17%	**	29%	**	28%	30%	27%	15%	21%	27%
		b						ef							p	p			
Not considerers, but happy with existing AND probably best	57	34	23	**	**	17	20	37	**	18	**	56	**	49	20	15	12	31	26
	16%	19%	17%	**	**	17%	16%	16%	**	16%	**	19%	**	17%	16%	17%	13%	18%	14%
None of these	155	64	71	**	**	41	53	102	**	49	**	153	**	135	46	33	41	73	81
	43%	35%	53%	**	**	41%	43%	43%	**	44%	**	52%	**	47%	37%	39%	48%	43%	44%
			a														n		

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 310**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15/8/19. Variable used for calculating current Fixed score**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t	
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158	
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125	
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100	
Very active considerers	15	-	**	13	**	**	4	3	4	5	1	6	5	*	4	11	3	**	**	**	9	
	4%	-%	**	10% a	**	**	4%	3%	5%	3%	1%	8% m	6% m	1%	3%	4%	5%	**	**	**	9%	
Active considerers	45	-	**	22	**	**	20	13	8	11	3	14	12	6	10	33	11	**	**	**	21	
	13%	-%	**	16% a	**	**	22% ghij	12% j	10%	8%	5%	19% n	15%	12%	8%	12%	15%	**	**	**	21%	
Not considerers, but happy with existing AND definitely best	86	-	**	71	**	**	14	24	19	45	25	12	18	12	38	69	16	**	**	**	15	
	24%	-%	**	53% a	**	**	16%	22%	26%	32% fg	39% fgh	16%	22%	23%	29% k	25%	21%	**	**	**	15%	
Not considerers, but happy with existing AND probably best	57	-	**	2	**	**	17	16	11	20	10	12	13	10	20	42	13	**	**	**	18	
	16%	-%	**	1%	**	**	19%	15%	14%	14%	15%	16%	16%	19%	16%	15%	18%	**	**	**	18%	
None of these	155	119	**	27	**	**	35	52	34	61	27	31	34	23	58	119	30	**	**	**	38	
	43%	100%	**	20%	**	**	39%	48%	45%	43%	41%	41%	41%	46%	45%	44%	40%	**	**	**	38%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 311**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Fixed category based on past and present only**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	LANDLINE SUPPLIER SATISFACTION				SWITCHED LANDLINE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		LANDLINE MONTHLY BILL			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £18	£18-£23	£24+	MALE	FEMALE
		a	b	~c	~d	e	f	g	~h	i	~j	k	~l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	585	302	217	60	43	164	207	378	13	193	92	489	53	470	212	141	141	284	301
Effective Weighted Sample	491	261	180	46	37	137	173	318	9	169	74	414	45	399	186	119	115	225	267
Total	358	182	134	39	22	100	122	236	11	110	60	295	33	288	127	84	86	171	187
Inactive	119	50	55	**	**	28	28	91	**	27	**	118	**	119	34	26	32	59	61
	33%	28%	41%	**	**	28%	23%	39%	**	24%	**	40%	**	41%	27%	30%	38%	34%	32%
			a					ef											
Passive	52	30	21	**	**	12	12	40	**	10	**	51	**	47	17	13	11	29	23
	15%	16%	16%	**	**	12%	10%	17%	**	9%	**	17%	**	16%	14%	15%	13%	17%	12%
								f											
Interested	134	77	38	**	**	37	49	85	**	43	**	99	**	104	52	34	31	61	74
	38%	43%	28%	**	**	37%	40%	36%	**	39%	**	33%	**	36%	41%	41%	36%	36%	39%
		b																	
Engaged	52	24	19	**	**	23	33	19	**	31	**	27	**	17	23	12	11	22	30
	15%	13%	15%	**	**	23%	27%	8%	**	28%	**	9%	**	6%	18%	14%	13%	13%	16%
						g	g												
Total Fixed Index	30.5	32.0	26.7	**	**	37.5	42.7	24.1	**	42.2	**	25.6	**	23.0	34.2	30.6	29.2	28.6	32.1
		b				g	g												
Standard deviation	26.67	25.21	27.31	**	**	30.03	30.25	22.17	**	30.72	**	24.94	**	22.38	26.71	24.87	27.95	25.45	27.71
Standard error	1.10	1.45	1.85	**	**	2.35	2.10	1.14	**	2.21	**	1.13	**	1.03	1.83	2.09	2.35	1.51	1.60
Fixed Index - past	10.4	9.1	11.2	**	**	16.5	22.6	4.0	**	22.7	**	9.2	**	4.7	11.6	9.3	10.1	8.9	11.7
						g	eg												
Standard deviation	19.22	18.51	19.67	**	**	23.03	24.53	11.52	**	24.50	**	18.51	**	13.92	19.81	18.35	19.30	17.96	20.26
Standard error	.79	1.07	1.34	**	**	1.80	1.70	.59	**	1.76	**	.84	**	.64	1.36	1.55	1.63	1.07	1.17
Fixed Index - current	20.1	22.8	15.5	**	**	21.0	20.1	20.1	**	19.5	**	16.4	**	18.3	22.6	21.3	19.0	19.7	20.5
		b																	
Standard deviation	18.44	17.81	17.23	**	**	18.59	18.54	18.43	**	18.27	**	17.79	**	17.86	18.10	18.13	19.41	18.00	18.87
Standard error	.76	1.03	1.17	**	**	1.45	1.29	.95	**	1.31	**	.80	**	.82	1.24	1.53	1.63	1.07	1.09

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 311**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Fixed category based on past and present only**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

		LANDLINE INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	a	~b	c	~d	~e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	~s	t	
Unweighted total	585	199	80	218	88	3	102	246	123	225	102	112	136	132	171	435	133	98	56	79	158	
Effective Weighted Sample	491	165	66	185	76	3	96	235	115	211	96	93	120	111	158	363	116	90	50	68	125	
Total	358	119	52	134	52	8	91	109	76	141	66	75	81	52	131	274	73	63	32	45	100	
Inactive	119	119	**	-	**	**	24	40	27	48	21	22	22	18	49	90	24	**	**	**	24	
	33%	100%	**	-%	**	**	27%	37%	36%	34%	32%	29%	27%	35%	38%	33%	32%	**	**	**	24%	
Passive	52	-	**	-	**	**	18	15	8	16	8	12	14	8	16	41	10	**	**	**	18	
	15%	-%	**	-%	**	**	19%	14%	10%	11%	12%	15%	17%	15%	13%	15%	14%	**	**	**	18%	
Interested	134	-	**	134	**	**	30	36	29	61	32	26	34	17	49	103	28	**	**	**	38	
	38%	-%	**	100%	**	**	33%	33%	39%	43%	49%	35%	42%	32%	38%	38%	38%	**	**	**	38%	
Engaged	52	-	**	-	**	**	19	17	12	16	5	15	11	9	16	40	12	**	**	**	21	
	15%	-%	**	-%	**	**	21%	15%	15%	12%	7%	20%	13%	17%	12%	15%	16%	**	**	**	20%	
Total Fixed Index	30.5	-	**	42.2	**	**	34.1	30.0	30.1	29.5	28.7	34.8	31.4	31.1	27.8	30.7	31.3	**	**	**	36.4	
Standard deviation	26.67	-	**	5.43	**	**	27.23	28.91	26.95	25.1	22.8	29.2	24.4	29.1	25.8	26.70	26.96	**	**	**	27.27	
Standard error	1.10	-	**	.37	**	**	2.70	1.84	2.43	1.67	2.26	2.75	2.09	2.53	1.97	1.28	2.34	**	**	**	2.17	
Fixed Index - past	10.4	-	**	10.2	**	**	13.2	11.6	10.2	8.9	7.3	13.7	10.5	12.7	8.2	10.6	10.5	**	**	**	14.4	
Standard deviation	19.22	-	**	20.05	**	**	20.49	20.20	19.33	18.3	17.1	21.6	18.7	21.3	17.7	19.39	19.38	**	**	**	21.15	
Standard error	.79	-	**	1.36	**	**	2.03	1.29	1.74	1.22	1.69	2.04	1.60	1.86	1.35	.93	1.68	**	**	**	1.68	
Fixed Index - current	20.1	-	**	32.0	**	**	20.9	18.4	20.0	20.6	21.3	21.1	20.9	18.4	19.6	20.1	20.8	**	**	**	22.0	
Standard deviation	18.44	-	**	16.55	**	**	17.76	18.45	18.95	18.7	18.6	18.8	18.6	17.8	18.6	18.52	18.23	**	**	**	18.41	
Standard error	.76	-	**	1.12	**	**	1.76	1.18	1.71	1.25	1.84	1.77	1.59	1.54	1.42	.89	1.58	**	**	**	1.46	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 312**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qm8/9a/18. Variable used for calculating past Mobile score**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
Switched in last 4 years	218	82	136	115	74	23	106	112	218	-	44	173	14	90	116	102
	18%	16%	21% a	17%	18%	26%	100% ghi	29% i	44% gi	-%	22%	18%	13%	10%	19%	18%
Considered and shopped in last 4 years	46	9	38	15	27	4	-	17	17	29	23	23	46	-	23	24
	4%	2%	6% a	2%	6% c	4%	-%	5%	4%	4%	12% k	2%	45% m	-%	4%	4%
Considered and did not shop in last 4 years	43	13	31	11	19	13	-	22	22	22	28	16	43	-	27	16
	4%	2%	5%	2%	5% c	15% cd	-%	6% f	4%	3%	14% k	2%	42% m	-%	4%	3%
Not switched, but negotiated with current supplier	52	6	46	22	29	1	-	18	18	34	10	42	-	51	28	24
	4%	1%	7% a	3%	7% c	2%	-%	5%	4%	5%	5%	4%	-%	5% l	5%	4%
None of these	829	416	413	510	267	49	-	217	217	612	96	731	-	810	416	414
	70%	79% b	62%	76% de	64%	54%	-%	56% fh	44% f	88% fgh	48%	74% j	-%	85% l	68%	71%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 312**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qm8/9a/18. Variable used for calculating past Mobile score**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354
Switched in last 4 years	218	-	-	89	130	124	90	**	96	50	15	21	**	57	58	34	55	173	19	31	13	41	76
	18%	-%	-%	21%	61%	18%	19%	**	21%	16%	12%	12%	**	21%	18%	17%	19%	19%	12%	19%	10%	20%	21%
				ab	abc				ijk												t	t	
Considered and shopped in last 4 years	46	-	-	14	32	26	21	**	25	11	3	3	**	10	19	7	9	40	5	2	4	11	18
	4%	-%	-%	3%	15%	4%	4%	**	5%	4%	3%	2%	**	4%	6%	3%	3%	4%	3%	1%	3%	5%	5%
				ab	abc				k														
Considered and did not shop in last 4 years	43	-	11	2	30	15	27	**	20	12	2	3	**	14	12	5	10	30	5	6	5	5	16
	4%	-%	6%	1%	14%	2%	6%	**	4%	4%	1%	2%	**	5%	4%	2%	3%	3%	3%	4%	4%	2%	4%
			ac		abc		e		j														
Not switched, but negotiated with current supplier	52	-	16	14	22	13	37	**	24	13	*	*	**	9	14	12	6	32	8	7	9	7	20
	4%	-%	9%	3%	10%	2%	8%	**	5%	4%	4%	4%	**	3%	4%	6%	2%	4%	5%	4%	7%	3%	6%
			ac	a	ac		e		jk	jk	hi	hi				p							
None of these	829	370	149	310	-	524	288	**	285	234	105	145	**	178	224	145	216	638	118	120	98	143	224
	70%	100%	85%	72%	-%	75%	62%	**	63%	73%	84%	84%	**	66%	69%	72%	73%	70%	76%	72%	76%	70%	63%
		bcd	cd	d		f				h	hi	hi									v		
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v																							

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 313**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qm5/8/19. Variable used for calculating current Mobile score**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
Very active considerers	29 2%	9 2%	20 3%	9 1%	5 1%	15 16% cd	1 1%	10 3%	11 2%	18 3%	29 14% k	- -%	- -%	- -%	16 3%	12 2%
Active considerers	172 14%	50 10%	121 18% a	43 6%	91 22% c	36 39% cd	16 15%	75 20% i	91 19% i	80 12%	172 86% k	- -%	57 55% m	99 10%	106 17% o	65 11%
Not considerers, but happy with existing AND definitely best	279 23%	136 26%	143 21%	239 36% de	40 10% e	- -%	23 21%	91 24%	113 23%	165 24%	- -%	278 28% j	5 5%	251 26% l	146 24%	132 23%
Not considerers, but happy with existing AND probably best	211 18%	88 17%	123 19%	129 19% e	82 20% e	- -%	24 22%	60 16%	84 17%	127 18%	- -%	210 21% j	11 10%	176 19%	108 18%	103 18%
None of these	499 42%	242 46% b	257 39%	253 38%	197 47% c	41 45%	43 41%	149 39%	193 39%	307 44%	- -%	497 50% j	31 30%	425 45% l	233 38%	266 46% n

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 313**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qm5/8/19. Variable used for calculating current Mobile score**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354
Very active considerers	29	-	-	19	10	15	14	**	13	6	4	5	**	6	9	4	8	19	4	3	4	5	11
	2%	-%	-%	4%	5%	2%	3%	**	3%	2%	3%	3%	**	2%	3%	2%	3%	2%	3%	2%	3%	2%	3%
				ab	ab																		
Active considerers	172	-	-	77	95	73	96	**	77	35	9	11	**	64	43	26	35	131	22	16	13	38	67
	14%	-%	-%	18%	44%	10%	21%	**	17%	11%	7%	7%	**	24%	13%	13%	12%	14%	14%	9%	10%	18%	19%
				ab	abc		e		ijk	k				nop							s	st	
Not considerers, but happy with existing AND definitely best	279	-	-	215	64	168	105	**	107	79	22	30	**	49	59	52	88	215	31	50	39	46	56
	23%	-%	-%	50%	30%	24%	23%	**	24%	25%	18%	17%	**	18%	18%	26%	30%	24%	20%	30%	30%	23%	16%
				abd	ab				k	jk						n	mn			v	v		
Not considerers, but happy with existing AND probably best	211	-	149	17	45	127	84	**	77	50	15	20	**	36	72	41	40	155	26	25	28	32	71
	18%	-%	85%	4%	21%	18%	18%	**	17%	16%	12%	12%	**	14%	22%	20%	13%	17%	17%	15%	22%	15%	20%
			acd	a	ac				k					mp									
None of these	499	370	27	103	-	320	165	**	175	150	74	106	**	112	145	78	126	393	73	74	45	85	149
	42%	100%	15%	24%	-%	46%	36%	**	39%	47%	60%	61%	**	42%	44%	39%	43%	43%	47%	44%	35%	41%	42%
		bcd	d	bd		f				h	hi	hi											

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 314**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Mobile category based on past and present only**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE TARIFF		NETWORK SATISFACTION			SWITCHED MOBILE NETWORK				ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		GENDER	
		PAYG a	CON-TRACT b	VERY c	QUITE d	NOT e	LAST YEAR f	LONGER AGO g	EVER h	NEVER i	ACTIVE /OPEN j	NOT INT'TED k	YES l	NO m	MALE n	FEMALE o
Significance Level: 95%																
Unweighted total	1564	733	830	900	534	122	120	487	607	957	226	1331	133	1276	779	785
Effective Weighted Sample	968	423	544	564	321	79	65	340	395	572	143	823	95	792	460	514
Total	1189	525	664	673	416	91	106	386	492	697	200	985	104	952	610	579
Inactive	370	207	162	209	131	27	-	87	87	283	-	368	-	370	170	200
	31%	39%	24%	31%	31%	30%	-%	23%	18%	41%	-%	37%	-%	39%	28%	35%
		b						f	f	fgh		j		l		n
Passive	176	75	102	95	78	3	-	50	50	126	-	175	11	166	95	81
	15%	14%	15%	14%	19%	3%	-%	13%	10%	18%	-%	18%	10%	17%	16%	14%
				e	e			f	f	fgh		j				
Interested	430	172	258	258	133	33	43	147	191	239	96	332	22	345	222	208
	36%	33%	39%	38%	32%	36%	41%	38%	39%	34%	48%	34%	22%	36%	36%	36%
											k			l		
Engaged	214	72	142	111	74	28	63	102	164	49	104	109	71	72	124	90
	18%	14%	21%	16%	18%	31%	59%	26%	33%	7%	52%	11%	68%	8%	20%	16%
			a			cd	ghi	i	gi		k		m			
Total Mobile Index	32.8	28.1	36.5	32.5	31.6	39.9	69.6	40.3	46.6	23.0	57.6	27.8	61.2	24.6	34.7	30.8
			a			cd	ghi	i	gi		k		m		o	
Standard deviation	28.01	27.89	27.55	27.63	27.57	31.80	17.23	29.49	29.86	21.91	22.40	26.33	20.41	23.51	28.21	27.69
Standard error	.71	1.03	.96	.92	1.19	2.88	1.57	1.34	1.21	.71	1.49	.72	1.77	.66	1.01	.99
Mobile Index - past	12.7	9.3	15.4	10.6	14.5	18.1	50.0	18.8	25.5	3.7	20.5	11.1	37.4	5.8	13.2	12.2
			a		c	c	ghi	i	gi		k		m			
Standard deviation	20.65	18.94	21.56	19.73	21.13	22.00	*	22.95	24.04	11.08	22.26	19.95	14.87	15.01	20.79	20.51
Standard error	.52	.70	.75	.66	.91	1.99	*	1.04	.98	.36	1.48	.55	1.29	.42	.74	.73
Mobile Index - current	20.1	18.8	21.1	21.9	17.1	21.8	19.6	21.5	21.1	19.4	37.2	16.6	23.8	18.8	21.5	18.6
			a	d		d		i			k		m		o	
Standard deviation	17.91	18.11	17.68	17.90	16.91	20.31	17.23	17.87	17.73	18.01	5.27	17.58	15.88	17.64	17.74	17.97
Standard error	.45	.67	.61	.60	.73	1.84	1.57	.81	.72	.58	.35	.48	1.38	.49	.64	.64
Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o																

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 314**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Mobile category based on past and present only**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	MOBILE PHONE INDEX				MOBILE MONTHLY SPEND		AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME			
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	UP TO £20	£21+	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£29.9K-£30K+
		a	b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	s	t	u	v
Significance Level: 95%																							
Unweighted total	1564	560	219	541	244	1005	522	82	477	695	214	290	76	349	420	382	315	1228	230	190	168	289	499
Effective Weighted Sample	968	357	136	344	146	622	331	74	418	635	197	268	71	258	284	216	197	790	139	109	99	189	372
Total	1189	370	176	430	214	703	463	224	449	321	125	172	47	268	327	202	296	912	155	167	129	205	354
Inactive	370	370	-	-	-	248	110	**	107	118	65	91	**	79	103	60	101	288	61	57	34	60	101
	31%	100%	-%	-%	-%	35%	24%	**	24%	37%	52%	53%	**	29%	31%	30%	34%	32%	39%	34%	26%	29%	29%
		bcd				f				h	hi	hi											
Passive	176	-	176	-	-	107	69	**	63	43	13	18	**	29	60	33	35	133	23	22	23	27	54
	15%	-%	100%	-%	-%	15%	15%	**	14%	13%	11%	11%	**	11%	18%	16%	12%	15%	15%	13%	18%	13%	15%
			acd												mp								
Interested	430	-	-	430	-	244	178	**	190	107	38	51	**	104	107	75	108	330	51	59	56	83	122
	36%	-%	-%	100%	-%	35%	38%	**	42%	34%	30%	30%	**	39%	33%	37%	36%	36%	33%	36%	43%	40%	35%
				abd					ijk														
Engaged	214	-	-	-	214	104	106	**	89	52	9	12	**	55	57	34	53	162	21	29	16	35	76
	18%	-%	-%	-%	100%	15%	23%	**	20%	16%	7%	7%	**	21%	17%	17%	18%	18%	13%	17%	13%	17%	22%
				abc			e		jk	jk													t
Total Mobile Index	32.8	-	24.2	42.1	77.8	30.2	37.0	**	36.7	29.7	21.9	21.0	**	34.5	31.9	32.6	32.5	32.7	27.5	31.5	31.6	34.1	34.8
				b	bc		e		ijk	jk								r					
Standard deviation	28.01	-	1.81	5.41	13.44	27.92	27.66	**	27.12	27.81	26.44	25.8	**	28.0	27.8	27.4	29.1	28.17	27.01	28.29	23.88	28.31	28.32
Standard error	.71	-	.12	.23	.86	.88	1.21	**	1.24	1.05	1.81	1.52	**	1.50	1.36	1.40	1.64	.80	1.78	2.05	1.84	1.67	1.27
Mobile Index - past	12.7	-	3.1	12.7	42.7	11.5	14.7	**	15.4	11.2	7.6	7.4	**	14.2	13.3	11.7	11.9	13.0	9.4	11.6	9.0	13.6	15.2
				b	bc		e		ijk	jk								r				t	st
Standard deviation	20.65	-	7.22	21.26	12.89	20.45	20.90	**	21.79	19.69	17.73	17.4	**	21.4	21.0	20.0	20.6	20.99	18.19	20.02	17.49	21.52	21.68
Standard error	.52	-	.49	.91	.83	.65	.91	**	1.00	.75	1.21	1.02	**	1.15	1.03	1.02	1.16	.60	1.20	1.45	1.35	1.27	.97
Mobile Index - current	20.1	-	21.2	29.4	35.1	18.8	22.3	**	21.3	18.6	14.3	13.7	**	20.3	18.6	21.0	20.7	19.7	18.2	19.9	22.7	20.5	19.5
				b	bc		e		ijk	jk											v		
Standard deviation	17.91	-	9.03	16.99	6.24	17.98	17.50	**	17.85	18.18	18.13	17.9	**	17.9	17.5	17.7	18.5	17.94	18.04	18.42	17.62	17.99	17.54
Standard error	.45	-	.61	.73	.40	.57	.77	**	.82	.69	1.24	1.05	**	.96	.86	.90	1.04	.51	1.19	1.34	1.36	1.06	.79
Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l - m,n,o,p - q,r - s,t,u,v																							

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 315**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q18/9a/18. Variable used for calculating past Internet score**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Switched in last 4 years	35	31	**	16	12	**	**	**	**	-	**	**	**	25	**	21	16	**	23	12
	16%	18%	**	17%	16%	**	**	**	**	-%	**	**	**	17%	**	14%	14%	**	19%	13%
Considered and shopped in last 4 years	16	13	**	7	6	**	**	**	**	13	**	**	**	8	**	-	10	**	9	7
	7%	7%	**	7%	8%	**	**	**	**	9%	**	**	**	5%	**	-%	9%	**	7%	8%
Considered and did not shop in last 4 years	16	13	**	3	6	**	**	**	**	15	**	**	**	6	**	-	7	**	7	10
	8%	8%	**	3%	7%	**	**	**	**	10%	**	**	**	4%	**	-%	6%	**	5%	11%
Not switched, but negotiated with current supplier	7	6	**	3	3	**	**	**	**	6	**	**	**	3	**	4	5	**	2	5
	3%	4%	**	3%	4%	**	**	**	**	4%	**	**	**	2%	**	3%	5%	**	1%	6%
None of these	138	110	**	67	51	**	**	**	**	121	**	**	**	110	**	128	72	**	83	55
	65%	64%	**	70%	65%	**	**	**	**	78%	**	**	**	72%	**	84%	66%	**	68%	62%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 315**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q18/9a/18. Variable used for calculating past Internet score**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

		BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Switched in last 4 years	35	**	**	**	**	**	**	10	**	**	**	**	**	**	**	31	**	**	**	**	15	
	16%	**	**	**	**	**	**	16%	**	**	**	**	**	**	**	21%	**	**	**	**	18%	
Considered and shopped in last 4 years	16	**	**	**	**	**	**	8	**	**	**	**	**	**	**	12	**	**	**	**	6	
	7%	**	**	**	**	**	**	12%	**	**	**	**	**	**	**	8%	**	**	**	**	7%	
Considered and did not shop in last 4 years	16	**	**	**	**	**	**	3	**	**	**	**	**	**	**	13	**	**	**	**	10	
	8%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	8%	**	**	**	**	13%	
Not switched, but negotiated with current supplier	7	**	**	**	**	**	**	3	**	**	**	**	**	**	**	5	**	**	**	**	1	
	3%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	3%	**	**	**	**	1%	
None of these	138	**	**	**	**	**	**	39	**	**	**	**	**	**	**	91	**	**	**	**	48	
	65%	**	**	**	**	**	**	62%	**	**	**	**	**	**	**	60%	**	**	**	**	60%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 316**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15/8/19. Variable used for calculating current Internet score**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Very active considerers	15	12	**	1	4	**	**	**	**	13	**	**	**	-	**	-	5	**	9	6
	7%	7%	**	1%	5%	**	**	**	**	8%	**	**	**	-%	**	-%	5%	**	7%	7%
Active considerers	43	37	**	10	21	**	**	**	**	30	**	**	**	-	**	22	25	**	27	16
	20%	22%	**	11%	27%	**	**	**	**	19%	**	**	**	-%	**	14%	22%	**	22%	18%
				c																
Not considerers, but happy with existing AND definitely best	42	30	**	34	8	**	**	**	**	32	**	**	**	42	**	39	19	**	24	18
	20%	17%	**	36%	10%	**	**	**	**	21%	**	**	**	28%	**	25%	18%	**	19%	21%
				d																
Not considerers, but happy with existing AND probably best	35	32	**	21	14	**	**	**	**	25	**	**	**	35	**	31	14	**	24	11
	16%	18%	**	22%	18%	**	**	**	**	16%	**	**	**	23%	**	20%	13%	**	20%	12%
None of these	77	62	**	29	31	**	**	**	**	56	**	**	**	76	**	61	47	**	39	38
	36%	36%	**	30%	40%	**	**	**	**	36%	**	**	**	50%	**	40%	42%	**	32%	42%
Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s																				



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 316**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15/8/19. Variable used for calculating current Internet score**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Very active considerers	15	**	**	**	**	**	**	2	**	**	**	**	**	**	**	8	**	**	**	**	7	
	7%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	5%	**	**	**	**	8%	
Active considerers	43	**	**	**	**	**	**	14	**	**	**	**	**	**	**	34	**	**	**	**	19	
	20%	**	**	**	**	**	**	23%	**	**	**	**	**	**	**	22%	**	**	**	**	24%	
Not considerers, but happy with existing AND definitely best	42	**	**	**	**	**	**	12	**	**	**	**	**	**	**	30	**	**	**	**	13	
	20%	**	**	**	**	**	**	20%	**	**	**	**	**	**	**	20%	**	**	**	**	17%	
Not considerers, but happy with existing AND probably best	35	**	**	**	**	**	**	7	**	**	**	**	**	**	**	24	**	**	**	**	14	
	16%	**	**	**	**	**	**	12%	**	**	**	**	**	**	**	16%	**	**	**	**	17%	
None of these	77	**	**	**	**	**	**	27	**	**	**	**	**	**	**	56	**	**	**	**	27	
	36%	**	**	**	**	**	**	42%	**	**	**	**	**	**	**	37%	**	**	**	**	34%	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 317**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Internet category based on past and present only**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	297	253	44	139	115	41	15	73	88	209	8	80	82	213	50	214	169	88	174	123
Effective Weighted Sample	189	162	28	99	72	23	12	59	71	125	7	64	56	132	28	139	127	47	111	78
Total	212	173	38	96	78	37	8	47	56	156	7	49	58	153	36	153	110	75	123	89
Inactive	51	42	**	21	23	**	**	**	**	44	**	**	**	51	**	51	32	**	28	23
	24%	24%	**	22%	30%	**	**	**	**	29%	**	**	**	33%	**	33%	29%	**	23%	25%
Passive	32	28	**	15	13	**	**	**	**	29	**	**	**	32	**	27	12	**	18	14
	15%	16%	**	16%	16%	**	**	**	**	18%	**	**	**	21%	**	18%	11%	**	14%	16%
Interested	82	63	**	40	24	**	**	**	**	61	**	**	**	54	**	60	43	**	48	34
	39%	36%	**	42%	31%	**	**	**	**	39%	**	**	**	36%	**	39%	39%	**	39%	38%
Engaged	47	41	**	20	18	**	**	**	**	22	**	**	**	16	**	15	22	**	29	18
	22%	24%	**	21%	24%	**	**	**	**	14%	**	**	**	10%	**	10%	20%	**	23%	20%
Total Internet Index	36.8	37.3	**	37.5	34.3	**	**	**	**	30.0	**	**	**	28.9	**	27.6	34.4	**	38.3	34.8
Standard deviation	27.54	27.97	**	27.00	28.70	**	**	**	**	23.44	**	**	**	25.66	**	24.21	27.71	**	28.30	26.49
Standard error	1.60	1.76	**	2.29	2.68	**	**	**	**	1.62	**	**	**	1.76	**	1.65	2.13	**	2.15	2.39
Internet Index - past	14.1	14.8	**	13.3	13.9	**	**	**	**	7.0	**	**	**	12.1	**	7.4	13.9	**	14.2	13.9
Standard deviation	21.02	21.35	**	21.39	20.96	**	**	**	**	14.83	**	**	**	20.66	**	17.28	20.95	**	21.74	20.10
Standard error	1.22	1.34	**	1.81	1.95	**	**	**	**	1.03	**	**	**	1.42	**	1.18	1.61	**	1.65	1.81
Internet Index - current	22.7	22.6	**	24.1	20.4	**	**	**	**	23.1	**	**	**	16.8	**	20.2	20.5	**	24.0	20.9
Standard deviation	18.21	17.97	**	17.09	17.69	**	**	**	**	18.44	**	**	**	17.50	**	17.33	18.41	**	17.63	18.94
Standard error	1.06	1.13	**	1.45	1.65	**	**	**	**	1.28	**	**	**	1.20	**	1.18	1.42	**	1.34	1.71

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 317**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Internet category based on past and present only**

Base : Those with fixed/ mobile broadband access, not in a bundle of services, where the bill is paid within the household

		BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	297	85	35	99	78	8	94	142	36	45	9	79	83	64	49	203	76	20	28	45	114	
Effective Weighted Sample	189	67	16	67	62	7	84	133	34	43	9	66	53	33	31	126	57	10	15	35	78	
Total	212	51	32	82	47	25	91	63	19	24	5	54	60	30	48	151	42	21	21	30	80	
Inactive	51	**	**	**	**	**	**	21	**	**	**	**	**	**	**	34	**	**	**	**	17	
	24%	**	**	**	**	**	**	34%	**	**	**	**	**	**	**	23%	**	**	**	**	21%	
Passive	32	**	**	**	**	**	**	5	**	**	**	**	**	**	**	22	**	**	**	**	14	
	15%	**	**	**	**	**	**	7%	**	**	**	**	**	**	**	15%	**	**	**	**	17%	
Interested	82	**	**	**	**	**	**	19	**	**	**	**	**	**	**	57	**	**	**	**	28	
	39%	**	**	**	**	**	**	30%	**	**	**	**	**	**	**	38%	**	**	**	**	35%	
Engaged	47	**	**	**	**	**	**	18	**	**	**	**	**	**	**	38	**	**	**	**	21	
	22%	**	**	**	**	**	**	29%	**	**	**	**	**	**	**	25%	**	**	**	**	27%	
Total Internet Index	36.8	**	**	**	**	**	**	36.6	**	**	**	**	**	**	**	38.7	**	**	**	**	39.0	
Standard deviation	27.54	**	**	**	**	**	**	31.58	**	**	**	**	**	**	**	28.39	**	**	**	**	28.26	
Standard error	1.60	**	**	**	**	**	**	2.65	**	**	**	**	**	**	**	1.99	**	**	**	**	2.65	
Internet Index - past	14.1	**	**	**	**	**	**	16.0	**	**	**	**	**	**	**	16.4	**	**	**	**	15.6	
Standard deviation	21.02	**	**	**	**	**	**	22.14	**	**	**	**	**	**	**	22.05	**	**	**	**	21.39	
Standard error	1.22	**	**	**	**	**	**	1.86	**	**	**	**	**	**	**	1.55	**	**	**	**	2.00	
Internet Index - current	22.7	**	**	**	**	**	**	20.5	**	**	**	**	**	**	**	22.3	**	**	**	**	23.5	
Standard deviation	18.21	**	**	**	**	**	**	18.45	**	**	**	**	**	**	**	18.00	**	**	**	**	18.11	
Standard error	1.06	**	**	**	**	**	**	1.55	**	**	**	**	**	**	**	1.26	**	**	**	**	1.70	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 318**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qt8/9a/18. Variable used for calculating past TV score**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	j	k	~l	m	n	~o	p	q	r
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
Switched in last 4 years	40	22	12	**	**	**	40	-	**	**	6	34	**	23	5	**	4	19	21
	6%	7%	5%	**	**	**	55%	-%	**	**	7%	6%	**	4%	5%	**	4%	6%	7%
							g												
Considered and shopped in last 4 years	29	11	11	**	**	**	3	26	**	**	16	13	**	-	4	**	6	20	9
	5%	4%	5%	**	**	**	4%	5%	**	**	19%	2%	**	-%	4%	**	6%	6%	3%
											k							r	
Considered and did not shop in last 4 years	19	7	10	**	**	**	4	15	**	**	10	9	**	-	3	**	7	13	6
	3%	2%	4%	**	**	**	5%	3%	**	**	12%	2%	**	-%	3%	**	6%	4%	2%
											k								
Not switched, but negotiated with current supplier	13	4	8	**	**	**	1	12	**	**	2	10	**	12	6	**	5	7	6
	2%	1%	3%	**	**	**	2%	2%	**	**	2%	2%	**	2%	6%	**	5%	2%	2%
None of these	516	273	193	**	**	**	25	492	**	**	50	460	**	511	88	**	87	248	269
	84%	86%	82%	**	**	**	34%	90%	**	**	60%	88%	**	93%	83%	**	80%	81%	86%
							f				j								

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 318**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qt8/9a/18. Variable used for calculating past TV score**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	~j	k	l	m	n	o	p	q	~r	s	t	
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
Switched in last 4 years	40	-	-	18	**	**	17	15	3	4	**	14	7	7	10	31	6	3	**	5	16	
	6%	-%	-%	8% ab	**	**	8% i	7% i	3%	3%	**	9%	4%	7%	6%	7%	5%	4%	**	4%	8%	
Considered and shopped in last 4 years	29	-	-	5	**	**	15	9	1	2	**	10	9	4	5	23	2	3	**	4	10	
	5%	-%	-%	2% a	**	**	7% hi	4%	2%	2%	**	7%	6%	4%	3%	5%	2%	3%	**	4%	5%	
Considered and did not shop in last 4 years	19	-	5	3	**	**	10	7	1	2	**	6	5	4	4	15	2	1	**	4	8	
	3%	-%	4% a	1%	**	**	4%	3%	1%	1%	**	4%	3%	4%	2%	3%	1%	1%	**	3%	4%	
Not switched, but negotiated with current supplier	13	-	3	3	**	**	8	4	1	1	**	3	4	3	3	9	2	1	**	2	7	
	2%	-%	3% a	1% a	**	**	4% i	2%	1%	1%	**	2%	3%	3%	2%	2%	2%	1%	**	2%	4%	
None of these	516	207	120	190	**	**	167	175	81	123	**	117	140	83	150	372	111	77	**	100	148	
	84%	100% bc	93%	86%	**	**	77%	83%	93% fa	93% fa	**	77%	85%	82%	88% k	83%	90% o	91% t	**	87%	79%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 319**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qt5/8/19. Variable used for calculating current TV score**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	TV SERVICE SUPPLIER SATISFACTION				SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
	Total	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	j	k	~l	m	n	~o	p	q	r
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
Very active considerers	8	3	4	**	**	**	2	6	**	**	8	-	**	-	2	**	3	3	5
	1%	1%	2%	**	**	**	3%	1%	**	**	10% k	-%	**	-%	1%	**	3%	1%	2%
Active considerers	75	30	33	**	**	**	5	70	**	**	75	-	**	49	16	**	16	42	33
	12%	10%	14%	**	**	**	7%	13%	**	**	90% k	-%	**	9%	15%	**	15%	14%	11%
Not considerers, but happy with existing AND definitely best	157	118	39	**	**	**	17	140	**	**	-	154	**	150	29	**	38	82	75
	25%	37% b	17%	**	**	**	24%	26%	**	**	-%	29% j	**	27%	27%	**	35%	27%	24%
Not considerers, but happy with existing AND probably best	137	73	64	**	**	**	16	121	**	**	-	137	**	127	24	**	22	67	70
	22%	23%	27%	**	**	**	22%	22%	**	**	-%	26% j	**	23%	23%	**	20%	22%	23%
None of these	239	92	95	**	**	**	32	207	**	**	-	235	**	221	36	**	29	111	128
	39%	29%	41% a	**	**	**	44%	38%	**	**	-%	45% j	**	40%	34%	**	27%	36%	41%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 319**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qt5/8/19. Variable used for calculating current TV score**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		a	b	c	~d	~e	f	g	h	i	~j	k	l	m	n	o	p	q	~r	s	t	
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
Very active considerers	8	-	-	6	**	**	5	3	1	1	**	3	2	2	2	7	2	-	**	3	3	
	1%	-%	-%	3% a	**	**	2%	1%	1%	*%	**	2%	1%	2%	1%	1%	1%	-%	**	2%	2%	
Active considerers	75	-	-	44	**	**	28	26	4	6	**	23	20	13	19	55	14	5	**	12	30	
	12%	-%	-%	20% ab	**	**	13% hi	13% hi	5%	5%	**	15%	12%	13%	11%	12%	11%	6%	**	10%	16% q	
Not considerers, but happy with existing AND definitely best	157	-	-	140	**	**	59	44	27	43	**	38	44	23	43	119	28	24	**	22	47	
	25%	-%	-%	64% ab	**	**	27%	21%	31% g	32% g	**	25%	27%	23%	25%	26%	22%	29%	**	19%	25%	
Not considerers, but happy with existing AND probably best	137	-	120	6	**	**	52	37	16	22	**	30	42	23	36	102	30	18	**	29	47	
	22%	-%	93% ac	3% a	**	**	24% i	18%	18%	16%	**	20%	25%	23%	21%	23%	24%	21%	**	26%	25%	
None of these	239	207	8	24	**	**	72	99	40	61	**	57	57	41	72	168	50	37	**	48	62	
	39%	100% bc	7%	11%	**	**	33%	47% f	45% f	46% f	**	38%	35%	40%	42%	37%	41%	44%	**	42%	33%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 320**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV category based on past and present only**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV SERVICE SUPPLIER SATISFACTION			SWITCHED TV SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		TV SERVICE MONTHLY SPEND			GENDER	
		VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UP TO £30	£31-£40	£41+	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	j	k	~l	m	n	~o	p	q	r
Unweighted total	945	483	360	94	22	89	111	834	20	91	112	822	72	839	148	75	185	481	464
Effective Weighted Sample	654	324	253	72	19	69	88	568	17	71	66	589	57	570	96	65	143	353	306
Total	617	316	234	62	14	58	72	544	15	57	84	526	48	547	107	46	109	306	311
Inactive	207	82	81	**	**	**	11	195	**	**	-	203	**	207	29	**	24	94	113
	34%	26%	34%	**	**	**	16%	36%	**	**	-%	39%	**	38%	27%	**	22%	31%	36%
			a				f				j								
Passive	128	66	60	**	**	**	9	119	**	**	-	127	**	123	23	**	21	66	62
	21%	21%	26%	**	**	**	12%	22%	**	**	-%	24%	**	22%	21%	**	19%	22%	20%
							f				j								
Interested	220	137	72	**	**	**	25	195	**	**	50	167	**	199	46	**	50	107	113
	36%	43%	31%	**	**	**	35%	36%	**	**	60%	32%	**	36%	43%	**	46%	35%	36%
		b									k								
Engaged	62	31	22	**	**	**	27	35	**	**	34	28	**	18	9	**	15	39	23
	10%	10%	10%	**	**	**	37%	6%	**	**	40%	5%	**	3%	9%	**	13%	13%	7%
							g				k							r	
Total TV Index	27.3	30.4	25.7	**	**	**	49.8	24.3	**	**	52.5	23.4	**	22.5	28.5	**	32.8	29.1	25.4
		b					g				k							r	
Standard deviation	24.20	23.37	22.99	**	**	**	30.31	21.60	**	**	21.89	22.13	**	20.05	21.35	**	22.71	24.88	23.42
Standard error	.79	1.06	1.21	**	**	**	2.88	.75	**	**	2.07	.77	**	.69	1.75	**	1.67	1.13	1.09
TV Index - past	6.6	5.9	6.5	**	**	**	30.8	3.4	**	**	16.0	5.1	**	2.6	6.0	**	6.9	7.6	5.6
							g				k								
Standard deviation	15.97	15.56	15.41	**	**	**	23.60	11.30	**	**	21.52	14.46	**	10.47	14.54	**	15.31	16.84	15.02
Standard error	.52	.71	.81	**	**	**	2.24	.39	**	**	2.03	.50	**	.36	1.20	**	1.13	.77	.70
TV Index - current	20.7	24.5	19.2	**	**	**	19.1	20.9	**	**	36.5	18.2	**	19.9	22.5	**	25.9	21.6	19.8
		b									k								
Standard deviation	17.38	16.77	16.84	**	**	**	17.98	17.31	**	**	4.53	17.32	**	17.25	17.11	**	16.78	17.25	17.50
Standard error	.57	.76	.89	**	**	**	1.71	.60	**	**	.43	.60	**	.60	1.41	**	1.23	.79	.81

Columns Tested: a,b,c - d,e,f,g - h,i - j,k - l,m - n,o,p - q,r



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 320**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV category based on past and present only**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

		TV INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%	Total	a	b	c	~d	~e	f	g	h	i	~j	k	l	m	n	o	p	q	~r	s	t	
Unweighted total	945	360	173	321	91	15	236	460	150	223	73	218	245	222	208	689	201	123	92	162	296	
Effective Weighted Sample	654	289	99	227	69	14	207	423	141	209	68	162	160	156	159	479	137	97	73	95	223	
Total	617	207	128	220	62	45	217	210	87	132	45	151	165	101	171	450	123	84	56	114	189	
Inactive	207	207	-	-	**	**	54	87	39	60	**	44	49	36	67	144	47	37	**	43	51	
	34%	100%	-%	-%	**	**	25%	41%	44%	45%	**	29%	30%	36%	39%	32%	38%	44%	**	38%	27%	
		bc					f	f	f					k			t					
Passive	128	-	128	-	**	**	51	32	14	20	**	32	37	20	31	95	29	16	**	28	43	
	21%	-%	100%	-%	**	**	23%	15%	16%	15%	**	21%	23%	20%	18%	21%	23%	19%	**	25%	23%	
			ac				gi															
Interested	220	-	-	220	**	**	83	70	31	45	**	55	63	33	58	162	41	24	**	35	69	
	36%	-%	-%	100%	**	**	38%	33%	35%	34%	**	36%	38%	33%	34%	36%	33%	29%	**	30%	37%	
				ab																		
Engaged	62	-	-	-	**	**	29	21	4	7	**	20	15	12	15	49	7	7	**	8	25	
	10%	-%	-%	-%	**	**	13%	10%	5%	5%	**	13%	9%	12%	9%	11%	6%	8%	**	7%	13%	
							hi	i														
Total TV Index	27.3	-	24.7	40.5	**	**	31.7	24.8	21.7	21.6	**	30.6	27.8	27.0	24.7	28.3	23.6	22.6	**	23.8	30.9	
				b			ghi					n				p				qs		
Standard deviation	24.20	-	1.25	4.35	**	**	24.69	24.80	22.15	22.6	**	25.9	22.8	24.8	24.3	24.53	22.59	23.86	**	22.45	25.13	
Standard error	.79	-	.09	.24	**	**	1.61	1.16	1.81	1.51	**	1.76	1.45	1.67	1.68	.93	1.59	2.15	**	1.76	1.46	
TV Index - past	6.6	-	1.3	6.0	**	**	9.1	6.8	2.7	2.7	**	9.3	6.0	7.0	5.0	7.1	3.9	3.8	**	4.9	8.4	
				b			hi	hi				ln				p				qs		
Standard deviation	15.97	-	4.99	15.73	**	**	18.03	16.17	10.88	10.8	**	18.5	15.3	16.3	14.3	16.52	12.78	12.91	**	13.89	17.40	
Standard error	.52	-	.38	.88	**	**	1.17	.75	.89	.72	**	1.25	.98	1.09	.99	.63	.90	1.16	**	1.09	1.01	
TV Index - current	20.7	-	23.3	34.5	**	**	22.6	18.0	19.0	18.9	**	21.3	21.8	20.0	19.7	21.2	19.7	18.9	**	19.0	22.6	
				b			ghi													qs		
Standard deviation	17.38	-	6.24	12.55	**	**	17.09	17.78	18.18	18.3	**	17.5	17.0	17.4	17.6	17.34	17.29	17.66	**	17.28	16.83	
Standard error	.57	-	.47	.70	**	**	1.11	.83	1.48	1.22	**	1.19	1.09	1.17	1.22	.66	1.22	1.59	**	1.36	.98	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 321**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qb8/9a/18. Variable used for calculating past Bundle score**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB	LL & TV & BB	BROAD-			MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Switched in last 4 years	153	111	42	63	75	151	144	83	**	72	61	19	74	79	153	-	**	127	37	116	18	53
	19%	22%	14%	19%	23%	20%	20%	19%	**	19%	19%	19%	96%	29%	44%	-%	**	45%	20%	19%	15%	9%
		b								mno				o	mo							
Considered and shopped in last 4 years	52	36	16	21	22	48	47	29	**	11	27	15	-	22	22	30	**	16	26	25	52	-
	6%	7%	6%	6%	7%	7%	7%	7%	**	3%	8%	14%	-%	8%	6%	6%	**	6%	14%	4%	43%	-%
										i	i	i		l	l	l			s		u	
Considered and did not shop in last 4 years	52	30	21	15	21	39	40	27	**	11	31	10	-	19	19	33	**	16	32	20	52	-
	6%	6%	7%	4%	6%	5%	6%	6%	**	3%	10%	9%	-%	7%	5%	7%	**	6%	17%	3%	42%	-%
										i	i	i		l	l	l			s		u	
Not switched, but negotiated with current supplier	48	34	14	16	21	43	44	30	**	16	24	8	-	9	9	39	**	9	13	34	-	42
	6%	7%	5%	5%	6%	6%	6%	7%	**	4%	7%	8%	-%	3%	3%	8%	**	3%	7%	5%	-%	7%
																lmn					t	
None of these	505	303	202	217	193	459	441	262	**	271	181	51	3	143	146	359	**	116	79	421	-	473
	62%	59%	68%	65%	58%	62%	62%	61%	**	71%	56%	50%	4%	52%	42%	78%	**	41%	42%	68%	-%	83%
			a	d						jk				ln	l	lmn			r		t	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 321**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qb8/9a/18. Variable used for calculating past Bundle score**

Base : Those with a bundle of services, where the bill is paid within the household

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY		
		UNDER	£30-	£50+	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	
		£30	£49																				a
Significance Level: 95%		Total																					
Unweighted total		1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample		909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total		809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Switched in last 4 years		153	37	51	58	-	-	47	106	70	83	**	74	52	14	16	**	50	51	24	20	114	24
		19%	18%	18%	22%	-%	-%	16% de	54% def	18%	20%	**	20%	20%	17%	15%	**	23% s	20% s	18%	13%	18%	25%
Considered and shopped in last 4 years		52	13	20	16	-	-	15	37	24	28	**	31	16	2	3	**	16	24	5	5	42	7
		6%	6%	7%	6%	-%	-%	5% de	19% def	6%	7%	**	8% mn	6%	2%	3%	**	7%	9% rs	4%	3%	6%	8%
Considered and did not shop in last 4 years		52	6	22	21	-	8	10	34	14	38	**	24	9	3	4	**	14	21	5	8	41	6
		6%	3%	8% a	8% a	-%	6% d	3% d	17% def	4%	9% h	**	6% l	4%	3%	4%	**	7%	8%	4%	5%	6%	7%
Not switched, but negotiated with current supplier		48	9	19	20	-	18	8	21	26	22	**	28	16	4	4	**	13	14	8	11	41	5
		6%	4%	7%	8%	-%	13% df	3% d	11% df	7%	5%	**	8%	6%	4%	4%	**	6%	6%	6%	7%	6%	5%
None of these		505	140	165	152	179	117	209	-	256	248	**	217	166	61	76	**	123	144	94	117	411	52
		62%	68% bc	60%	57%	100% efg	81% fg	72% g	-%	66% i	59%	**	58%	64%	74% kl	75% kl	**	57%	57%	69% pq	72% pq	63%	55%
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																							

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 321**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qb8/9a/18. Variable used for calculating past Bundle score**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Switched in last 4 years	153	15	12	23	75
	19%	17%	16%	14%	25%
					c
Considered and shopped in last 4 years	52	4	6	10	25
	6%	4%	9%	7%	8%
Considered and did not shop in last 4 years	52	4	7	13	14
	6%	5%	9%	9%	5%
Not switched, but negotiated with current supplier	48	2	4	10	25
	6%	2%	6%	6%	8%
					a
None of these	505	62	46	101	163
	62%	72%	61%	64%	54%
		d		d	

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 322**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qb5/8/19. Variable used for calculating current Bundle score**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
		YES	NO	LL & BB	LL & TV & BB	BROAD-			MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Very active considerers	44	23	22	24	16	43	39	18	**	7	20	18	3	16	19	26	**	14	44	-	-	-
	5%	4%	7%	7%	5%	6%	5%	4%	**	2%	6%	17%	4%	6%	5%	6%	**	5%	24%	-%	-%	-%
											i	ij							s			
Active considerers	143	81	62	57	53	120	125	67	**	33	71	39	10	57	66	77	**	53	143	-	69	64
	18%	16%	21%	17%	16%	16%	17%	15%	**	9%	22%	38%	12%	21%	19%	17%	**	19%	76%	-%	57%	11%
											i	ij							s		u	
Not considerers, but happy with existing AND definitely best	175	116	60	68	74	160	159	100	**	146	29	-	18	59	77	98	**	60	-	175	5	152
	22%	22%	20%	21%	22%	22%	22%	23%	**	38%	9%	-%	23%	22%	22%	21%	**	21%	-%	28%	4%	27%
										jk	k								r		t	
Not considerers, but happy with existing AND probably best	179	129	50	71	82	168	156	102	**	102	77	-	25	49	74	105	**	58	-	179	20	135
	22%	25%	17%	21%	25%	23%	22%	24%	**	27%	24%	-%	32%	18%	21%	23%	**	20%	-%	29%	16%	24%
		b								k	k		mno						r			
None of these	268	165	103	113	108	249	238	144	**	92	128	47	22	91	113	155	**	99	-	261	28	218
	33%	32%	35%	34%	32%	34%	33%	33%	**	24%	39%	45%	29%	33%	32%	34%	**	35%	-%	42%	23%	38%
											i	i							r		t	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 322**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qb5/8/19. Variable used for calculating current Bundle score**

Base : Those with a bundle of services, where the bill is paid within the household

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 m	65+ n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL u
Significance Level: 95%	Total																					
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Very active considerers	44 5%	12 6%	16 6%	14 5%	- -%	- -%	29 10% de	15 8% de	22 6%	22 5%	** **	25 7%	14 6%	2 3%	3 3%	** **	12 6%	11 4%	10 7%	9 6%	36 6%	3 3%
Active considerers	143 18%	37 18%	54 20%	47 18%	- -%	- -%	49 17% de	94 47% def	70 18%	73 17%	** **	70 19% mn	40 15% m	7 8%	11 11%	** **	42 20%	50 20%	24 17%	21 13%	114 18%	16 17%
Not considerers, but happy with existing AND definitely best	175 22%	46 22%	46 17%	63 23% b	- -%	- -%	131 45% deg	45 23% de	98 25% i	77 18%	** **	85 23%	53 20%	21 26%	27 26%	** **	39 18%	53 21%	30 22%	43 26% p	146 22%	14 15%
Not considerers, but happy with existing AND probably best	179 22%	43 21%	66 24%	59 22%	- -%	117 81% dfg	18 6% d	44 22% df	86 22%	93 22%	** **	84 22%	48 19%	16 20%	17 17%	** **	46 21%	61 24%	30 22%	31 19%	139 21%	25 26%
None of these	268 33%	68 33%	94 34%	84 31%	179 100% efg	27 19% g	62 22% g	- -%	114 29%	154 37% h	** **	111 30%	104 40% k	36 44% k	44 44% k	** **	77 36%	79 31%	43 31%	57 35%	214 33%	36 38%

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 322**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qb5/8/19. Variable used for calculating current Bundle score**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Very active considerers	44	6	3	9	18
	5%	6%	4%	6%	6%
Active considerers	143	10	12	34	57
	18%	12%	16%	21%	19%
Not considerers, but happy with existing AND definitely best	175	24	17	36	53
	22%	28%	23%	23%	18%
		d			
Not considerers, but happy with existing AND probably best	179	14	21	35	71
	22%	16%	28%	22%	23%
			a		
None of these	268	32	22	44	104
	33%	37%	29%	28%	34%
Columns Tested: a,b,c,d					

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 323**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Bundle category based on past and present only**

Base : Those with a bundle of services, where the bill is paid within the household

		RECEIVE BUNDLE DISCOUNT		BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-	MOBILE		VERY	QUITE	NOT	LAST	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1237	795	442	540	495	1156	1109	643	98	594	486	154	122	429	551	686	95	454	261	964	162	890
Effective Weighted Sample	909	603	309	421	380	899	826	496	53	428	363	115	99	338	437	480	75	361	171	742	107	665
Total	809	514	295	332	333	740	716	432	75	380	324	104	77	272	349	460	64	284	187	615	122	568
Inactive	179	103	76	81	66	166	157	91	**	68	82	27	1	51	52	127	**	43	-	174	-	178
	22%	20%	26%	25%	20%	22%	22%	21%	**	18%	25%	26%	1%	19%	15%	28%	**	15%	-%	28%	-%	31%
			a								i	i		l	l	lmn			r		t	
Passive	143	97	46	56	61	133	121	82	**	74	62	7	-	37	37	107	**	30	-	142	8	135
	18%	19%	16%	17%	18%	18%	17%	19%	**	19%	19%	7%	-%	13%	10%	23%	**	10%	-%	23%	7%	24%
										k	k			l	l	lmn			r		t	
Interested	290	182	108	115	116	257	260	154	**	160	94	36	23	102	125	166	**	105	79	210	30	209
	36%	35%	37%	35%	35%	35%	36%	36%	**	42%	29%	35%	30%	37%	36%	36%	**	37%	42%	34%	24%	37%
										j											t	
Engaged	197	133	64	80	89	184	177	105	**	79	85	33	53	83	136	61	**	107	109	89	84	47
	24%	26%	22%	24%	27%	25%	25%	24%	**	21%	26%	32%	69%	31%	39%	13%	**	38%	58%	14%	69%	8%
										i		i	mno	o	mo				s		u	
Total Bundle Index	38.2	39.8	35.5	37.6	40.2	38.6	38.8	38.4	**	38.2	37.2	41.8	71.7	44.1	50.2	29.2	**	49.5	60.3	31.8	62.8	26.8
		b											mno	o	mo				s		u	
Standard deviation	28.00	28.16	27.55	28.87	28.22	28.52	28.29	27.61	**	25.96	28.91	31.71	18.66	29.79	29.97	22.55	**	29.65	21.22	26.34	19.50	22.6
Standard error	.80	1.00	1.31	1.24	1.27	.84	.85	1.09	**	1.07	1.31	2.56	1.69	1.44	1.28	.86	**	1.39	1.31	.85	1.53	.76
Bundle Index - past	15.1	16.8	12.2	14.5	17.2	15.7	15.7	15.6	**	12.2	17.0	20.0	48.2	20.6	26.7	6.3	**	26.9	21.7	13.2	37.3	6.2
		b								i	i		mno	o	mo				s		u	
Standard deviation	21.31	21.99	19.77	21.47	22.10	21.73	21.62	21.43	**	20.51	21.46	22.39	9.32	23.35	23.98	13.57	**	23.88	21.71	20.84	14.89	15.1
Standard error	.61	.78	.94	.92	.99	.64	.65	.84	**	.84	.97	1.80	.84	1.13	1.02	.52	**	1.12	1.34	.67	1.17	.50
Bundle Index - current	23.1	23.0	23.2	23.1	23.0	22.9	23.1	22.7	**	26.0	20.2	21.8	23.4	23.5	23.5	22.8	**	22.6	38.5	18.6	25.5	20.6
										jk									s		u	
Standard deviation	17.44	17.08	18.08	17.82	17.20	17.54	17.49	17.28	**	16.04	17.43	20.49	16.34	17.72	17.41	17.48	**	17.60	6.39	17.01	14.54	17.1
Standard error	.50	.61	.86	.77	.77	.52	.53	.68	**	.66	.79	1.65	1.48	.86	.74	.67	**	.83	.40	.55	1.14	.57

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 323**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Bundle category based on past and present only**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER	£30-		INAC-		INTER-	ENG-			16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30 a	£49 b	£50+ c	TIVE d	PASSIVE e	ESTED f	AGED g	MALE h	FEMALE i	~j	k	l	m	n	~o	p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1237	327	420	393	309	201	446	281	619	618	24	429	591	149	182	33	310	348	295	218	1013	150
Effective Weighted Sample	909	244	303	287	256	141	324	204	471	442	23	394	568	141	172	31	261	238	180	197	766	112
Total	809	205	277	267	179	143	290	197	390	419	63	374	259	82	102	19	216	254	137	162	649	95
Inactive	179	47	65	47	179	-	-	-	79	100	**	68	71	28	36	**	45	53	30	43	140	26
	22%	23%	23%	18%	100% efg	-%	-%	-%	20%	24%	**	18%	27% k	34% k	35% kl	**	21%	21%	22%	26%	22%	27%
Passive	143	36	56	43	-	143	-	-	73	70	**	65	40	13	14	**	36	43	27	30	122	13
	18%	18%	20%	16%	-%	100% dfg	-%	-%	19%	17%	**	17%	15%	16%	14%	**	17%	17%	20%	18%	19%	14%
Interested	290	79	80	108	-	-	290	-	147	143	**	134	94	29	36	**	80	81	53	63	234	29
	36%	38% b	29%	41% b	-%	-%	100% deg	-%	38%	34%	**	36%	36%	35%	36%	**	37%	32%	39%	39%	36%	30%
Engaged	197	43	77	68	-	-	-	197	92	106	**	107	55	12	16	**	56	77	27	27	154	28
	24%	21%	28%	26%	-%	-%	-%	100% def	23%	25%	**	29% lmn	21%	15%	15%	**	26% s	30% rs	20%	17%	24%	29%
Total Bundle Index	38.2	37.0	38.2	40.7	-	24.1	42.6 e	76.7 ef	38.8	37.7	**	41.3 lmn	36.0 mn	30.5	30.3	**	39.9 s	40.8 s	36.6	33.2	37.8	39.4
Standard deviation	28.00	27.82	29.1	26.9	-	1.95	5.54	13.66	27.62	28.37	**	27.95	28.76	27.62	27.8	**	28.4	29.0	27.0	26.1	27.52	31.16
Standard error	.80	1.54	1.42	1.36	-	.14	.26	.82	1.11	1.14	**	1.35	1.18	2.26	2.06	**	1.62	1.56	1.57	1.77	.86	2.54
Bundle Index - past	15.1	13.7	15.8	17.0	-	3.7	12.0	41.6	14.1	16.1	**	16.8	15.1	11.0	10.4	**	17.7	17.5	12.6	10.3	14.6	19.0
				a			e	ef				mn	mn				rs	rs			t	
Standard deviation	21.31	21.32	21.3	21.7	-	7.80	20.51	13.48	21.13	21.46	**	21.79	21.68	19.69	19.3	**	22.3	22.1	20.4	18.4	21.00	22.83
Standard error	.61	1.18	1.04	1.09	-	.55	.97	.80	.85	.86	**	1.05	.89	1.61	1.43	**	1.27	1.18	1.19	1.25	.66	1.86
Bundle Index - current	23.1	23.3	22.4	23.7	-	20.4	30.6	35.0	24.7	21.7	**	24.5	20.9	19.5	19.9	**	22.1	23.4	24.0	22.9	23.3	20.4
							e	ef	i			lmn										
Standard deviation	17.44	17.63	17.3	17.3	-	9.75	16.90	6.73	17.11	17.64	**	17.23	18.21	18.17	18.4	**	17.6	16.9	17.6	18.1	17.49	17.07
Standard error	.50	.97	.85	.87	-	.69	.80	.40	.69	.71	**	.83	.75	1.49	1.36	**	1.00	.91	1.02	1.22	.55	1.39
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 323**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Bundle category based on past and present only**

Base : Those with a bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K a	£11.5K-£17.5K b	£17.5K-£29.9K c	£30K+ d
Significance Level: 95%					
Unweighted total	1237	130	121	236	452
Effective Weighted Sample	909	107	93	148	365
Total	809	87	75	158	303
Inactive	179	24	17	35	56
	22%	28%	22%	22%	19%
Passive	143	12	15	26	54
	18%	14%	20%	16%	18%
Interested	290	35	23	54	108
	36%	40%	31%	34%	36%
Engaged	197	16	20	44	84
	24%	18%	27%	28%	28%
Total Bundle Index	38.2	34.6	39.0	38.5	41.5
					a
Standard deviation	28.00	27.54	29.61	27.55	28.44
Standard error	.80	2.42	2.69	1.79	1.34
Bundle Index - past	15.1	12.0	15.2	13.5	19.2
					ac
Standard deviation	21.31	20.41	21.08	20.16	22.69
Standard error	.61	1.79	1.92	1.31	1.07
Bundle Index - current	23.1	22.7	23.8	25.1	22.4
Standard deviation	17.44	18.61	16.53	16.87	17.42
Standard error	.50	1.63	1.50	1.10	.82
Columns Tested: a,b,c,d					

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 324**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q18/9a/18. Variable used for calculating past Internet score**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	~d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	253	253	-	120	98	33	14	63	77	176	8	69	69	182	42	183	139	75	143	110
Effective Weighted Sample	162	162	-	101	59	18	12	51	62	105	7	55	46	115	23	123	108	39	88	74
Total	173	173	-	75	66	31	8	42	50	123	7	43	49	123	29	124	88	60	97	76
Switched in last 4 years	31	31	-	16	**	**	**	**	**	-	**	**	**	24	**	19	13	**	20	11
	18%	18%	-%	21%	**	**	**	**	**	-%	**	**	**	19%	**	15%	14%	**	21%	14%
Considered and shopped in last 4 years	13	13	-	4	**	**	**	**	**	10	**	**	**	5	**	-	9	**	8	4
	7%	7%	-%	6%	**	**	**	**	**	8%	**	**	**	4%	**	-%	11%	**	8%	6%
Considered and did not shop in last 4 years	13	13	-	2	**	**	**	**	**	13	**	**	**	5	**	-	4	**	4	9
	8%	8%	-%	3%	**	**	**	**	**	10%	**	**	**	4%	**	-%	5%	**	4%	12%
Not switched, but negotiated with current supplier	6	6	-	2	**	**	**	**	**	5	**	**	**	2	**	4	5	**	1	5
	4%	4%	-%	3%	**	**	**	**	**	4%	**	**	**	2%	**	3%	6%	**	1%	7%
																			r	
None of these	110	110	-	50	**	**	**	**	**	95	**	**	**	86	**	101	57	**	63	47
	64%	64%	-%	66%	**	**	**	**	**	77%	**	**	**	70%	**	82%	64%	**	65%	62%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 324**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q18/9a/18. Variable used for calculating past Internet score**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	253	75	28	81	69	7	77	125	28	37	9	74	72	49	38	175	67	13	19	41	106	
Effective Weighted Sample	162	63	13	59	54	6	72	119	26	35	9	64	44	36	23	110	49	6	17	32	72	
Total	173	42	28	63	41	21	70	55	15	20	5	49	52	20	36	126	38	15	10	26	74	
Switched in last 4 years	31	**	**	**	**	**	**	8	**	**	**	**	**	**	**	27	**	**	**	**	14	
	18%	**	**	**	**	**	**	15%	**	**	**	**	**	**	**	22%	**	**	**	**	19%	
Considered and shopped in last 4 years	13	**	**	**	**	**	**	7	**	**	**	**	**	**	**	9	**	**	**	**	5	
	7%	**	**	**	**	**	**	12%	**	**	**	**	**	**	**	7%	**	**	**	**	6%	
Considered and did not shop in last 4 years	13	**	**	**	**	**	**	3	**	**	**	**	**	**	**	11	**	**	**	**	9	
	8%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	9%	**	**	**	**	13%	
Not switched, but negotiated with current supplier	6	**	**	**	**	**	**	3	**	**	**	**	**	**	**	4	**	**	**	**	1	
	4%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	3%	**	**	**	**	1%	
None of these	110	**	**	**	**	**	**	34	**	**	**	**	**	**	**	74	**	**	**	**	45	
	64%	**	**	**	**	**	**	63%	**	**	**	**	**	**	**	59%	**	**	**	**	60%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 325**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15/8/19. Variable used for calculating current Internet score**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND		BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER					SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO	UNDER £20	£20+	MALE	FEMALE
		a	~b	c	~d	~e	~f	~g	~h	i	~j	~k	~l	m	~n	o	p	~q	r	s
Significance Level: 95%																				
Unweighted total	253	253	-	120	98	33	14	63	77	176	8	69	69	182	42	183	139	75	143	110
Effective Weighted Sample	162	162	-	101	59	18	12	51	62	105	7	55	46	115	23	123	108	39	88	74
Total	173	173	-	75	66	31	8	42	50	123	7	43	49	123	29	124	88	60	97	76
Very active considerers	12	12	-	1	**	**	**	**	**	11	**	**	**	-	**	-	4	**	6	6
	7%	7%	-%	2%	**	**	**	**	**	9%	**	**	**	-%	**	-%	5%	**	6%	8%
Active considerers	37	37	-	10	**	**	**	**	**	26	**	**	**	-	**	19	19	**	22	16
	22%	22%	-%	13%	**	**	**	**	**	21%	**	**	**	-%	**	15%	22%	**	22%	20%
Not considerers, but happy with existing AND definitely best	30	30	-	23	**	**	**	**	**	20	**	**	**	30	**	27	14	**	16	15
	17%	17%	-%	31%	**	**	**	**	**	16%	**	**	**	25%	**	22%	16%	**	16%	19%
Not considerers, but happy with existing AND probably best	32	32	-	19	**	**	**	**	**	22	**	**	**	32	**	29	13	**	22	10
	18%	18%	-%	25%	**	**	**	**	**	18%	**	**	**	26%	**	23%	15%	**	23%	13%
None of these	62	62	-	22	**	**	**	**	**	44	**	**	**	61	**	49	37	**	32	30
	36%	36%	-%	29%	**	**	**	**	**	36%	**	**	**	50%	**	40%	42%	**	33%	40%

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 325**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15/8/19. Variable used for calculating current Internet score**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	253	75	28	81	69	7	77	125	28	37	9	74	72	49	38	175	67	13	19	41	106	
Effective Weighted Sample	162	63	13	59	54	6	72	119	26	35	9	64	44	36	23	110	49	6	17	32	72	
Total	173	42	28	63	41	21	70	55	15	20	5	49	52	20	36	126	38	15	10	26	74	
Very active considerers	12	**	**	**	**	**	**	2	**	**	**	**	**	**	**	6	**	**	**	**	6	
	7%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	4%	**	**	**	**	8%	
Active considerers	37	**	**	**	**	**	**	12	**	**	**	**	**	**	**	30	**	**	**	**	16	
	22%	**	**	**	**	**	**	22%	**	**	**	**	**	**	**	24%	**	**	**	**	21%	
Not considerers, but happy with existing AND definitely best	30	**	**	**	**	**	**	11	**	**	**	**	**	**	**	24	**	**	**	**	13	
	17%	**	**	**	**	**	**	21%	**	**	**	**	**	**	**	19%	**	**	**	**	18%	
Not considerers, but happy with existing AND probably best	32	**	**	**	**	**	**	6	**	**	**	**	**	**	**	22	**	**	**	**	13	
	18%	**	**	**	**	**	**	11%	**	**	**	**	**	**	**	18%	**	**	**	**	18%	
None of these	62	**	**	**	**	**	**	23	**	**	**	**	**	**	**	45	**	**	**	**	26	
	36%	**	**	**	**	**	**	42%	**	**	**	**	**	**	**	35%	**	**	**	**	35%	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t																						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 326**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Internet category based on past and present only**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	MAIN BROADBAND			BROADBAND SUPPLIER SATISFACTION			SWITCHED BROADBAND SUPPLIER LONGER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR		BROADBAND MONTHLY SPEND		GENDER	
	Total	FIXED a	MOBILE ~b	VERY c	QUITE ~d	NOT ~e	LAST YEAR ~f	AGO ~g	EVER ~h	NEVER i	YES ~j	NO ~k	ACTIVE /OPEN ~l	NOT INT'TED m	YES ~n	NO o	UNDER £20 p	£20+ ~q	MALE r	FEMALE s
Significance Level: 95%																				
Unweighted total	253	253	-	120	98	33	14	63	77	176	8	69	69	182	42	183	139	75	143	110
Effective Weighted Sample	162	162	-	101	59	18	12	51	62	105	7	55	46	115	23	123	108	39	88	74
Total	173	173	-	75	66	31	8	42	50	123	7	43	49	123	29	124	88	60	97	76
Inactive	42	42	-	16	**	**	**	**	**	36	**	**	**	41	**	42	25	**	23	19
	24%	24%	-%	22%	**	**	**	**	**	29%	**	**	**	33%	**	34%	29%	**	24%	24%
Passive	28	28	-	13	**	**	**	**	**	25	**	**	**	28	**	24	10	**	14	14
	16%	16%	-%	17%	**	**	**	**	**	21%	**	**	**	23%	**	19%	12%	**	15%	18%
Interested	63	63	-	27	**	**	**	**	**	44	**	**	**	38	**	44	34	**	36	27
	36%	36%	-%	35%	**	**	**	**	**	35%	**	**	**	31%	**	36%	39%	**	37%	35%
Engaged	41	41	-	19	**	**	**	**	**	19	**	**	**	16	**	14	18	**	24	17
	24%	24%	-%	25%	**	**	**	**	**	15%	**	**	**	13%	**	12%	21%	**	25%	23%
Total Internet Index	37.3	37.3	-	39.1	**	**	**	**	**	30.0	**	**	**	29.4	**	28.1	34.9	**	38.8	35.4
Standard deviation	27.97	27.97	-	28.72	**	**	**	**	**	24.05	**	**	**	26.82	**	25.19	27.73	**	28.76	27.00
Standard error	1.76	1.76	-	2.62	**	**	**	**	**	1.81	**	**	**	1.99	**	1.86	2.35	**	2.41	2.57
Internet Index - past	14.8	14.8	-	14.9	**	**	**	**	**	7.1	**	**	**	13.1	**	8.3	14.6	**	15.8	13.5
Standard deviation	21.35	21.35	-	22.16	**	**	**	**	**	14.74	**	**	**	21.21	**	18.19	21.39	**	22.65	19.64
Standard error	1.34	1.34	-	2.02	**	**	**	**	**	1.11	**	**	**	1.57	**	1.34	1.81	**	1.89	1.87
Internet Index - current	22.6	22.6	-	24.2	**	**	**	**	**	22.9	**	**	**	16.3	**	19.8	20.3	**	23.1	21.9
Standard deviation	17.97	17.97	-	16.62	**	**	**	**	**	18.40	**	**	**	17.09	**	16.99	18.28	**	17.35	18.83
Standard error	1.13	1.13	-	1.52	**	**	**	**	**	1.39	**	**	**	1.27	**	1.26	1.55	**	1.45	1.80

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 326**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Internet category based on past and present only**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				AGE						SOCIAL GRADE				URBANITY		HOUSEHOLD INCOME				
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL	UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r	~s	t	
Unweighted total	253	75	28	81	69	7	77	125	28	37	9	74	72	49	38	175	67	13	19	41	106	
Effective Weighted Sample	162	63	13	59	54	6	72	119	26	35	9	64	44	36	23	110	49	6	17	32	72	
Total	173	42	28	63	41	21	70	55	15	20	5	49	52	20	36	126	38	15	10	26	74	
Inactive	42	**	**	**	**	**	**	19	**	**	**	**	**	**	**	28	**	**	**	**	16	
	24%	**	**	**	**	**	**	35%	**	**	**	**	**	**	**	22%	**	**	**	**	22%	
Passive	28	**	**	**	**	**	**	3	**	**	**	**	**	**	**	19	**	**	**	**	14	
	16%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	15%	**	**	**	**	19%	
Interested	63	**	**	**	**	**	**	16	**	**	**	**	**	**	**	45	**	**	**	**	25	
	36%	**	**	**	**	**	**	29%	**	**	**	**	**	**	**	36%	**	**	**	**	33%	
Engaged	41	**	**	**	**	**	**	17	**	**	**	**	**	**	**	34	**	**	**	**	20	
	24%	**	**	**	**	**	**	30%	**	**	**	**	**	**	**	27%	**	**	**	**	26%	
Total Internet Index	37.3	**	**	**	**	**	**	36.6	**	**	**	**	**	**	**	39.3	**	**	**	**	38.8	
Standard deviation	27.97	**	**	**	**	**	**	32.27	**	**	**	**	**	**	**	28.51	**	**	**	**	28.55	
Standard error	1.76	**	**	**	**	**	**	2.89	**	**	**	**	**	**	**	2.16	**	**	**	**	2.77	
Internet Index - past	14.8	**	**	**	**	**	**	15.7	**	**	**	**	**	**	**	16.9	**	**	**	**	15.6	
Standard deviation	21.35	**	**	**	**	**	**	22.07	**	**	**	**	**	**	**	22.12	**	**	**	**	21.46	
Standard error	1.34	**	**	**	**	**	**	1.97	**	**	**	**	**	**	**	1.67	**	**	**	**	2.08	
Internet Index - current	22.6	**	**	**	**	**	**	20.9	**	**	**	**	**	**	**	22.4	**	**	**	**	23.2	
Standard deviation	17.97	**	**	**	**	**	**	18.63	**	**	**	**	**	**	**	17.64	**	**	**	**	18.22	
Standard error	1.13	**	**	**	**	**	**	1.67	**	**	**	**	**	**	**	1.33	**	**	**	**	1.77	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p - q,r,s,t



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 327**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qb8/9a/18. Variable used for calculating past Bundle score**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	LAND-LINE	BROAD-BAND	TV	MOBILE	VERY	QUITE	NOT	LAST YEAR	AGO	EVER	NEVER	YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	~b	c	d	e	f	g	~h	i	j	~k	~l	m	n	o	~p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	795	795	-	333	348	755	726	427	69	408	303	82	94	291	385	410	62	321	151	634	107	562
Effective Weighted Sample	603	603	-	256	275	592	551	336	44	300	237	66	75	235	309	296	50	258	106	492	76	433
Total	514	514	-	201	234	480	466	287	48	260	202	51	61	187	248	266	42	204	104	404	79	352
Switched in last 4 years	111	111	-	44	55	110	105	61	**	56	43	**	**	52	111	-	**	92	24	88	13	35
	22%	22%	-%	22%	24%	23%	22%	21%	**	22%	21%	**	**	28% o	45% mo	-%	**	45%	23%	22%	16%	10%
Considered and shopped in last 4 years	36	36	-	13	17	35	32	22	**	8	20	**	**	17	17	19	**	12	14	21	36	-
	7%	7%	-%	6%	7%	7%	7%	8%	**	3%	10% i	**	**	9%	7%	7%	**	6%	14% s	5%	45% u	-%
Considered and did not shop in last 4 years	30	30	-	6	16	24	25	21	**	7	19	**	**	14	14	17	**	13	16	15	30	-
	6%	6%	-%	3%	7% c	5%	5%	7% c	**	3%	10% i	**	**	7%	5%	6%	**	6%	15% s	4%	39% u	-%
Not switched, but negotiated with current supplier	34	34	-	10	15	30	31	22	**	13	17	**	**	8	8	25	**	8	8	25	-	32
	7%	7%	-%	5%	7%	6%	7%	8%	**	5%	9%	**	**	5%	3%	10% mn	**	4%	7%	6%	-%	9% t
None of these	303	303	-	129	129	281	273	162	**	175	103	**	**	96	98	205	**	80	43	256	-	285
	59%	59%	-%	64% d	55%	59%	59%	56%	**	67% j	51%	**	**	51% n	39%	77% mn	**	39%	41%	63% r	-%	81% t
Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u																						

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 327**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qb8/9a/18. Variable used for calculating past Bundle score**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

		BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 ~m	65+ ~n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL ~u
Significance Level: 95%	Total																					
Unweighted total	795	218	274	252	180	139	283	193	415	380	13	287	393	81	94	13	206	229	193	127	652	99
Effective Weighted Sample	603	179	196	192	151	100	212	149	316	288	13	262	378	77	89	12	176	169	117	113	504	70
Total	514	130	179	176	103	97	182	133	261	253	33	248	173	45	52	7	146	161	90	94	418	63
Switched in last 4 years	111	28	40	41	-	-	32	79	50	61	**	60	38	**	**	**	40	38	16	12	84	**
	22%	21%	22%	23%	-%	-%	18% de	60% def	19%	24%	**	24%	22%	**	**	**	27% s	24% s	18%	13%	20%	**
Considered and shopped in last 4 years	36	12	12	11	-	-	12	24	14	21	**	21	10	**	**	**	12	15	3	4	30	**
	7%	9%	6%	7%	-%	-%	7% de	18% def	5%	8%	**	9%	6%	**	**	**	8%	9%	4%	4%	7%	**
Considered and did not shop in last 4 years	30	1	13	14	-	4	9	17	9	22	**	15	7	**	**	**	11	7	5	6	24	**
	6%	1%	7% a	8% a	-%	4% d	5% d	13% def	3%	9% h	**	6%	4%	**	**	**	7%	5%	5%	6%	6%	**
Not switched, but negotiated with current supplier	34	6	14	13	-	15	6	13	18	16	**	18	13	**	**	**	12	10	6	5	28	**
	7%	5%	8%	7%	-%	15% df	3% d	10% df	7%	6%	**	7%	7%	**	**	**	9%	6%	6%	5%	7%	**
None of these	303	83	100	97	103	78	122	-	170	133	**	134	106	**	**	**	71	91	60	67	252	**
	59%	64%	56%	55%	100% efg	81% fg	67% g	-%	65% i	53%	**	54%	61%	**	**	**	49%	56%	67% p	71% pq	60%	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 327**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qb8/9a/18. Variable used for calculating past Bundle score**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	c	d
Unweighted total	795	72	76	155	313
Effective Weighted Sample	603	57	57	100	254
Total	514	45	49	102	214
Switched in last 4 years	111	**	**	19	60
	22%	**	**	19%	28%
Considered and shopped in last 4 years	36	**	**	6	18
	7%	**	**	6%	8%
Considered and did not shop in last 4 years	30	**	**	7	8
	6%	**	**	6%	4%
Not switched, but negotiated with current supplier	34	**	**	4	21
	7%	**	**	3%	10%
				c	
None of these	303	**	**	66	108
	59%	**	**	65%	51%
				d	

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 328**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qb5/8/19. Variable used for calculating current Bundle score**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES	NO	LL & BB	LL & TV & BB	BROAD-			MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
						LAND-LINE	BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%		a	~b	c	d	e	f	g	~h	i	j	~k	~l	m	n	o	~p	q	r	s	t	u
Unweighted total	795	795	-	333	348	755	726	427	69	408	303	82	94	291	385	410	62	321	151	634	107	562
Effective Weighted Sample	603	603	-	256	275	592	551	336	44	300	237	66	75	235	309	296	50	258	106	492	76	433
Total	514	514	-	201	234	480	466	287	48	260	202	51	61	187	248	266	42	204	104	404	79	352
Very active considerers	23 4%	23 4%	- -%	14 7% g	9 4%	23 5%	21 5%	9 3%	** **	5 2%	11 6% i	** **	** **	10 5%	10 4%	13 5%	** **	7 4%	23 22% s	- -%	- -%	- -%
Active considerers	81 16%	81 16%	- -%	29 14%	37 16%	73 15%	74 16%	44 15%	** **	17 6%	45 22% i	** **	** **	35 19%	44 18%	38 14%	** **	36 18%	81 78% s	- -%	37 46% u	36 10%
Not considerers, but happy with existing AND definitely best	116 22%	116 22%	- -%	45 22%	51 22%	107 22%	107 23%	67 23%	** **	98 38% j	18 9%	** **	** **	45 24%	60 24%	55 21%	** **	48 23%	- -%	116 29% r	5 6%	96 27% t
Not considerers, but happy with existing AND probably best	129 25%	129 25%	- -%	48 24%	65 28%	120 25%	116 25%	75 26%	** **	80 31%	49 24%	** **	** **	37 20%	58 23%	71 27%	** **	45 22%	- -%	129 32% r	18 23%	90 26%
None of these	165 32%	165 32%	- -%	66 33%	71 31%	157 33%	148 32%	92 32%	** **	60 23%	79 39% i	** **	** **	60 32%	76 31%	90 34%	** **	68 34%	- -%	159 39% r	19 25%	130 37% t

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 328**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qb5/8/19. Variable used for calculating current Bundle score**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER £30 a	£30- £49 b	£50+ c	INAC- TIVE d	PASSIVE e	INTER- ESTED f	ENG- AGED g	MALE h	FEMALE i	16-24 ~j	25-44 k	45-64 l	65-74 ~m	65+ ~n	75+ ~o	AB p	C1 q	C2 r	DE s	URBAN t	RURAL ~u
Significance Level: 95%																						
Unweighted total	795	218	274	252	180	139	283	193	415	380	13	287	393	81	94	13	206	229	193	127	652	99
Effective Weighted Sample	603	179	196	192	151	100	212	149	316	288	13	262	378	77	89	12	176	169	117	113	504	70
Total	514	130	179	176	103	97	182	133	261	253	33	248	173	45	52	7	146	161	90	94	418	63
Very active considerers	23	9	7	6	-	-	16	7	15	8	**	14	6	**	**	**	5	8	6	2	19	**
	4%	7%	4%	4%	-%	-%	9% de	5% de	6%	3%	**	6%	4%	**	**	**	4%	5%	7%	2%	5%	**
Active considerers	81	18	36	25	-	-	27	55	40	41	**	42	26	**	**	**	28	19	18	14	72	**
	16%	14%	20%	14%	-%	-%	15% de	41% def	15%	16%	**	17%	15%	**	**	**	19%	12%	20%	14%	17%	**
Not considerers, but happy with existing AND definitely best	116	32	32	42	-	-	79	36	68	48	**	56	37	**	**	**	25	37	18	29	97	**
	22%	24%	18%	24%	-%	-%	44% deg	27% de	26% i	19%	**	22%	22%	**	**	**	17%	23%	20%	31% pr	23%	**
Not considerers, but happy with existing AND probably best	129	27	51	45	-	78	16	35	63	66	**	61	36	**	**	**	38	49	21	17	95	**
	25%	21%	29%	26%	-%	81% dfg	9% d	27% df	24%	26%	**	25%	21%	**	**	**	26% s	30%	23%	18%	23%	**
None of these	165	43	54	58	103	19	44	-	76	89	**	75	68	**	**	**	50	48	27	31	134	**
	32%	33%	30%	33%	100% efg	19% g	24% g	-%	29%	35%	**	30%	39% k	**	**	**	34%	30%	30%	33%	32%	**

Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 328**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Qb5/8/19. Variable used for calculating current Bundle score**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	c	d
Unweighted total	795	72	76	155	313
Effective Weighted Sample	603	57	57	100	254
Total	514	45	49	102	214
Very active considerers	23	**	**	5	9
	4%	**	**	5%	4%
Active considerers	81	**	**	18	37
	16%	**	**	18%	17%
Not considerers, but happy with existing AND definitely best	116	**	**	24	39
	22%	**	**	24%	18%
Not considerers, but happy with existing AND probably best	129	**	**	28	57
	25%	**	**	27%	26%
None of these	165	**	**	27	72
	32%	**	**	27%	33%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 329**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Bundle category based on past and present only**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	RECEIVE BUNDLE DISCOUNT			BUNDLED SERVICES						BUNDLE SUPPLIER SATISFACTION			SWITCHED BUNDLE SERVICE SUPPLIER				SWITCHED WHEN MOVING		ATTITUDE TO CHANGING		CONSIDERED IN LAST YEAR	
	Total	YES		LL & BB	LL & TV & BB	LAND-LINE	BROAD-		MOBILE	VERY	QUITE	NOT	LONGER				YES	NO	ACTIVE /OPEN	NOT INT'TED	YES	NO
		a	~b				BAND	TV					LAST YEAR	AGO	EVER	NEVER						
Significance Level: 95%																						
Unweighted total	795	795	-	333	348	755	726	427	69	408	303	82	94	291	385	410	62	321	151	634	107	562
Effective Weighted Sample	603	603	-	256	275	592	551	336	44	300	237	66	75	235	309	296	50	258	106	492	76	433
Total	514	514	-	201	234	480	466	287	48	260	202	51	61	187	248	266	42	204	104	404	79	352
Inactive	103	103	-	46	42	99	92	53	**	44	46	**	**	32	32	71	**	28	-	99	-	102
	20%	20%	-%	23%	18%	21%	20%	18%	**	17%	23%	**	**	17%	13%	26% mn	**	14%	-%	24% r	-%	29% t
Passive	97	97	-	36	46	89	84	57	**	57	37	**	**	27	27	70	**	23	-	96	4	93
	19%	19%	-%	18%	20%	19%	18%	20%	**	22%	18%	**	**	15%	11%	26% mn	**	11%	-%	24% r	5%	26% t
Interested	182	182	-	69	78	164	167	101	**	97	62	**	**	72	88	93	**	76	43	138	25	124
	35%	35%	-%	34%	34%	34%	36%	35%	**	37%	31%	**	**	38%	36%	35%	**	37%	41%	34%	31%	35%
Engaged	133	133	-	50	67	129	123	77	**	62	57	**	**	56	100	33	**	78	61	72	50	33
	26%	26%	-%	25%	29%	27%	26%	27%	**	24%	28%	**	**	30% o	41% mo	12%	**	38%	59% s	18%	64% u	9%
Total Bundle Index	39.8	39.8	-	39.0	41.5	40.2	40.4	40.2	**	39.9	39.2	**	**	44.6 o	51.4 mo	29.0	**	50.1	61.0 s	34.8	62.8 u	27.7
Standard deviation	28.16	28.16	-	29.36	28.08	28.69	28.38	27.41	**	27.30	28.82	**	**	29.26	29.37	22.10	**	29.21	21.30	27.11	18.93	22.9
Standard error	1.00	1.00	-	1.61	1.51	1.04	1.05	1.33	**	1.35	1.66	**	**	1.72	1.50	1.09	**	1.63	1.73	1.08	1.83	.97
Bundle Index - past	16.8	16.8	-	15.7	18.3	17.3	17.1	17.5	**	13.9	19.0	**	**	20.8 o	27.6 mo	6.7	**	27.3	22.7 s	15.4	38.4 u	6.8
Standard deviation	21.99	21.99	-	22.23	22.39	22.34	22.16	21.95	**	21.37	21.97	**	**	23.22	23.81	14.04	**	23.73	22.14	21.78	14.69	15.5
Standard error	.78	.78	-	1.22	1.20	.81	.82	1.06	**	1.06	1.26	**	**	1.36	1.21	.69	**	1.32	1.80	.86	1.42	.66
Bundle Index - current	23.0	23.0	-	23.3	23.1	22.9	23.3	22.8	**	26.0 j	20.2	**	**	23.8	23.8	22.3	**	22.8	38.3 s	19.4	24.4 u	20.9
Standard deviation	17.08	17.08	-	17.63	16.63	17.19	17.09	16.82	**	15.78	17.30	**	**	17.50	16.99	17.16	**	17.27	6.23	16.75	14.68	16.9
Standard error	.61	.61	-	.97	.89	.63	.63	.81	**	.78	.99	**	**	1.03	.87	.85	**	.96	.51	.67	1.42	.71

Columns Tested: a,b - c,d,e,f,g,h - i,j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 329**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Bundle category based on past and present only**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	BUNDLE SERVICE MONTHLY SPEND			BUNDLE INDEX				GENDER		AGE						SOCIAL GRADE				URBANITY	
		UNDER	£30-	£50+	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	MALE	FEMALE	16-24	25-44	45-64	65-74	65+	75+	AB	C1	C2	DE	URBAN	RURAL
		£30	£49																			
Significance Level: 95%																						
Unweighted total	795	218	274	252	180	139	283	193	415	380	13	287	393	81	94	13	206	229	193	127	652	99
Effective Weighted Sample	603	179	196	192	151	100	212	149	316	288	13	262	378	77	89	12	176	169	117	113	504	70
Total	514	130	179	176	103	97	182	133	261	253	33	248	173	45	52	7	146	161	90	94	418	63
Inactive	103	28	34	32	103	-	-	-	49	53	**	41	44	**	**	**	25	32	17	22	80	**
	20%	21%	19%	18%	100% efg	-%	-%	-%	19%	21%	**	17%	26% k	**	**	**	17%	20%	19%	24%	19%	**
Passive	97	23	39	31	-	97	-	-	53	44	**	47	28	**	**	**	30	31	19	16	81	**
	19%	18%	22%	18%	-%	100% dfg	-%	-%	20%	17%	**	19%	16%	**	**	**	20%	19%	21%	17%	19%	**
Interested	182	48	53	69	-	-	182	-	101	81	**	86	61	**	**	**	48	49	37	39	153	**
	35%	37%	29%	39% b	-%	-%	100% deg	-%	39%	32%	**	35%	35%	**	**	**	33%	31%	41%	41%	37%	**
Engaged	133	31	53	44	-	-	-	133	58	75	**	74	40	**	**	**	45	49	18	17	104	**
	26%	24%	30%	25%	-%	-%	-%	100% def	22%	30% h	**	30%	23%	**	**	**	30% rs	30% rs	20%	18%	25%	**
Total Bundle Index	39.8	39.8	40.4	40.5	-	24.0	43.0 e	77.7 ef	39.0	40.7	**	42.9 l	36.8	**	**	**	42.8 rs	42.1 s	37.2	34.5	39.4	**
Standard deviation	28.16	29.31	28.5	27.1	-	1.98	5.49	12.84	27.30	29.04	**	28.44	28.66	**	**	**	28.8	29.9	25.8	25.4	27.56	**
Standard error	1.00	1.99	1.72	1.71	-	.17	.33	.92	1.34	1.49	**	1.68	1.45	**	**	**	2.01	1.98	1.86	2.25	1.08	**
Bundle Index - past	16.8	16.2	17.4	17.9	-	3.9	13.8 e	43.2 ef	14.4	19.3 h	**	19.0	16.0	**	**	**	20.9 rs	18.6 rs	13.1	11.1	16.1	**
Standard deviation	21.99	22.77	21.8	22.1	-	7.93	21.24	12.59	21.28	22.48	**	22.60	21.91	**	**	**	22.7	22.9	20.5	19.1	21.71	**
Standard error	.78	1.54	1.32	1.39	-	.67	1.26	.91	1.04	1.15	**	1.33	1.11	**	**	**	1.58	1.51	1.47	1.70	.85	**
Bundle Index - current	23.0	23.6	23.1	22.6	-	20.2	29.2 e	34.4 ef	24.6 i	21.4	**	23.9 l	20.9	**	**	**	21.9	23.5	24.1	23.5	23.4	**
Standard deviation	17.08	17.94	16.4	17.1	-	9.92	17.44	6.67	17.07	16.98	**	17.10	17.77	**	**	**	16.9	16.7	17.3	17.6	17.22	**
Standard error	.61	1.21	.99	1.08	-	.84	1.04	.48	.84	.87	**	1.01	.90	**	**	**	1.18	1.11	1.24	1.56	.67	**
Columns Tested: a,b,c - d,e,f,g - h,i - j,k,l,m,n,o - p,q,r,s - t,u																						



**OFCOM SWITCHING TRACKER 2011. 13th June to 16th July 2011.**

**Table 329**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Bundle category based on past and present only**

Base : Those with a DISCOUNTED bundle of services, where the bill is paid within the household

	Total	HOUSEHOLD INCOME			
		UP TO £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	c	d
Unweighted total	795	72	76	155	313
Effective Weighted Sample	603	57	57	100	254
Total	514	45	49	102	214
Inactive	103	**	**	21	36
	20%	**	**	21%	17%
Passive	97	**	**	17	42
	19%	**	**	17%	20%
Interested	182	**	**	36	71
	35%	**	**	35%	33%
Engaged	133	**	**	27	64
	26%	**	**	26%	30%
Total Bundle Index	39.8	**	**	39.4	42.9
Standard deviation	28.16	**	**	28.31	28.87
Standard error	1.00	**	**	2.27	1.63
Bundle Index - past	16.8	**	**	14.6	20.7
				c	
Standard deviation	21.99	**	**	21.49	23.03
Standard error	.78	**	**	1.73	1.30
Bundle Index - current	23.0	**	**	24.8	22.2
Standard deviation	17.08	**	**	16.38	16.98
Standard error	.61	**	**	1.32	.96

Columns Tested: a,b,c,d