

SWITCHING EXPERIENCE TRACKER 2020 - WAVE 1 (MARCH TO APRIL 2020) AND WAVE 2 (SEPTEMBER TO OCTOBER 2020)

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Base : Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch	
Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?	1171
Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months (NOT ASKED FOR ALL ELIGIBLE AT WAVE 1 2020)	
Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?	1179
Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels (NOT ASKED FOR ALL ELIGIBLE AT WAVE 1 2020)	
Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?	1183
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	

SWITCHING EXPERIENCE TRACKER 2020 - WAVE 1 (MARCH TO APRIL 2020) AND WAVE 2 (SEPTEMBER TO OCTOBER 2020)

Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?	1187
Base : All eligible respondents (switched or decided not to switch)	
Q54. How long did the switching process take - starting from confirming you wanted to switch to being able to use your [SERVICE/S] with your new provider?	1191
Base : Those interviewed about their switching experience (except mobile) in the last six months	
Q55. How did this compare to your expectations before starting the switching process?	1195
Base : Those interviewed about their switching experience (except mobile) in the last six months	
Q56. Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.	1199
Base : Those interviewed about switching or deciding not to switch in the last six months (excluding mobile)	
C11A. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Comparing the costs of the various deals available in the market?	1203
Base : All eligible respondents (switched or decided not to switch)	
C11B. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Speaking to your current provider about new deals?	1207
Base : All eligible respondents (switched or decided not to switch)	
C11C. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the language and terminology used by providers?	1211
Base : All eligible respondents (switched or decided not to switch)	
C11D. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the different options for the services in the market?	1215
Base : All eligible respondents (switched or decided not to switch)	
C4. Below is a list potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?	1219
Base : All eligible respondents (switched or decided not to switch)	
C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)	1230
Base : All eligible respondents (switched or decided not to switch)	
C6. Which of the following best describes you?	1241
Base : All eligible respondents (switched or decided not to switch)	
C7. What is the total number of people in the household (including yourself and any children)?	1245
Base : All eligible respondents (switched or decided not to switch) answering this question	
C8. And what is the total number of children aged under 18 in the household?	1249
Base : All eligible respondents (switched or decided not to switch) answering this question	
C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)	1253
Base : All eligible respondents (switched or decided not to switch)	
FINANCIAL VULNERABILITY	1257
Base : Those where it is possible to calculate the Financial Vulnerability Index	

SWITCHING EXPERIENCE TRACKER 2020 - WAVE 1 (MARCH TO APRIL 2020) AND WAVE 2 (SEPTEMBER TO OCTOBER 2020)
Table 1

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Mobile switched by PAC	734	-	734	-	-	-	-	-	734	734	-
	33%	-%	42%	-%	-%	-%	-%	-%	67%	100%	-%
			a						c	ac	
Mobile switched by C&R	367	-	367	-	-	-	-	-	367	-	367
	16%	-%	21%	-%	-%	-%	-%	-%	33%	-%	100%
			a						b		ab
Dual Play CPS – involving Virgin	82	82	82	-	82	-	82	-	-	-	-
	4%	13%	5%	-%	27%	-%	22%	-%	-%	-%	-%
		b			a		ac				
Dual Play ORS – not involving Virgin	284	284	284	284	-	-	284	-	-	-	-
	13%	45%	16%	87%	-%	-%	78%	-%	-%	-%	-%
		b		b			ac				
Triple Play CPS – involving Virgin or from Sky	78	78	78	-	78	78	-	-	-	-	-
	3%	12%	4%	-%	26%	65%	-%	-%	-%	-%	-%
		b			a	bc					
Triple Play ORS – not involving Virgin or from Sky	42	42	42	42	-	42	-	-	-	-	-
	2%	7%	2%	13%	-%	35%	-%	-%	-%	-%	-%
		b		b		bc					
Standalone Pay TV	145	145	145	-	145	-	-	145	-	-	-
	6%	23%	8%	-%	48%	-%	-%	100%	-%	-%	-%
		b			a			ab			
All other switches	147	-	-	-	-	-	-	-	-	-	-
	7%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Switched when moving (excl. mobile)	356	-	-	-	-	-	-	-	-	-	-
	16%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2020 - WAVE 1 (MARCH TO APRIL 2020) AND WAVE 2 (SEPTEMBER TO OCTOBER 2020)
Table 1

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Mobile switched by PAC	734	153	190	391	391	-	-	-	-	**	**	**	**	**	**	**
	33%	53%	75%	70%	100%	-%	-%	-%	-%	**	**	**	**	**	**	**
		ef	aef	aef	abcef											
Mobile switched by C&R	367	133	64	169	-	169	133	-	-	**	**	**	**	**	**	**
	16%	47%	25%	30%	-%	100%	100%	-%	-%	**	**	**	**	**	**	**
		bcd	d	d		abcd	abcd									
Dual Play CPS – involving Virgin	82	-	-	-	-	-	-	-	-	**	**	**	**	**	**	**
	4%	-%	-%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**	**
Dual Play ORS – not involving Virgin	284	-	-	-	-	-	-	-	-	**	**	**	**	**	**	**
	13%	-%	-%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**	**
Triple Play CPS – involving Virgin or from Sky	78	-	-	-	-	-	-	-	-	**	**	**	**	**	**	**
	3%	-%	-%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**	**
Triple Play ORS – not involving Virgin or from Sky	42	-	-	-	-	-	-	-	-	**	**	**	**	**	**	**
	2%	-%	-%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**	**
Standalone Pay TV	145	-	-	-	-	-	-	-	-	**	**	**	**	**	**	**
	6%	-%	-%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**	**
All other switches	147	-	-	-	-	-	-	147	-	**	**	**	**	**	**	**
	7%	-%	-%	-%	-%	-%	-%	100%	-%	**	**	**	**	**	**	**
								b								
Switched when moving (excl. mobile)	356	-	-	-	-	-	-	-	356	**	**	**	**	**	**	**
	16%	-%	-%	-%	-%	-%	-%	-%	100%	**	**	**	**	**	**	**
								a								

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2020 - WAVE 1 (MARCH TO APRIL 2020) AND WAVE 2 (SEPTEMBER TO OCTOBER 2020)
Table 1

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QUOTA GROUP - SWITCHED IN LAST SIX MONTHS

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Mobile switched by PAC	734	**	**	334	395	528	149	57	316	194	111	110	510	221
	33%	**	**	33%	33%	33%	31%	39%	36% df	33%	31%	27%	35% df	29%
Mobile switched by C&R	367	**	**	168	188	302	51	13	94	86	69	109	180	178
	16%	**	**	17%	16%	19% bc	11%	9%	11%	15% a	20% ae	27% abce	12%	23% abe
Dual Play CPS – involving Virgin	82	**	**	30	52	47	28	7	24	22	18	17	46	35
	4%	**	**	3%	4%	3%	6% a	5%	3%	4%	5% a	4%	3%	5% a
Dual Play ORS – not involving Virgin	284	**	**	121	163	128	117	38	78	97	50	58	175	107
	13%	**	**	12%	14%	8%	24% a	26% a	9%	16% ae	14% a	14% a	12% a	14% a
Triple Play CPS – involving Virgin or from Sky	78	**	**	37	41	43	25	10	40	18	11	9	57	20
	3%	**	**	4%	3%	3%	5% a	7% a	5% df	3%	3%	2%	4%	3%
Triple Play ORS – not involving Virgin or from Sky	42	**	**	22	20	27	13	1	19	12	6	5	31	11
	2%	**	**	2%	2%	2%	3%	1%	2%	2%	2%	1%	2%	1%
Standalone Pay TV	145	**	**	76	66	111	28	4	62	34	25	23	96	48
	6%	**	**	7%	6%	7%	6%	3%	7%	6%	7%	6%	7%	6%
All other switches	147	**	**	63	78	101	33	11	63	38	22	23	101	46
	7%	**	**	6%	7%	6%	7%	8%	7%	6%	6%	6%	7%	6%
Switched when moving (excl. mobile)	356	**	**	170	187	312	38	6	174	88	42	50	262	93
	16%	**	**	17%	16%	20% bc	8%	4%	20% bcd	15%	12%	12%	18% cdf	12%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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QUOTA GROUP - SWITCHED IN LAST SIX MONTHS

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Mobile switched by PAC	734	629	58	28	**	666	69	376	303
	33%	33%	33%	27%	**	33%	30%	35%	30%
								b	
Mobile switched by C&R	367	320	26	19	**	333	34	176	156
	16%	17%	14%	18%	**	17%	15%	17%	15%
Dual Play CPS – involving Virgin	82	74	3	4	**	78	4	29	49
	4%	4%	2%	3%	**	4%	2%	3%	5%
									a
Dual Play ORS – not involving Virgin	284	238	27	17	**	233	50	102	169
	13%	12%	15%	15%	**	12%	22%	10%	17%
							a		a
Triple Play CPS – involving Virgin or from Sky	78	63	6	4	**	72	5	37	34
	3%	3%	4%	4%	**	4%	2%	4%	3%
Triple Play ORS – not involving Virgin or from Sky	42	37	4	2	**	33	9	19	21
	2%	2%	2%	2%	**	2%	4%	2%	2%
							a		
Standalone Pay TV	145	122	10	9	**	127	18	61	69
	6%	6%	6%	8%	**	6%	8%	6%	7%
All other switches	147	120	12	9	**	131	16	67	65
	7%	6%	7%	9%	**	7%	7%	6%	6%
Switched when moving (excl. mobile)	356	306	31	16	**	333	24	195	140
	16%	16%	18%	15%	**	17%	10%	18%	14%
						b		b	

Columns Tested: a,b,c,d - a,b - a,b

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

SUB-GROUP IF SWITCHED MOBILE IN LAST SIX MONTHS AND DID NOT KEEP MOBILE NUMBER

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	~b	c
Significance Level: 95%											
Unweighted total	344	-	344	-	-	-	-	-	344	-	344
Effective Weighted Sample	344	-	344	-	-	-	-	-	344	-	344
Total	367	-	367	-	-	-	-	-	367	-	367
Mobile switched by STAC	27	**	27	**	**	**	**	**	27	**	27
	7%	**	7%	**	**	**	**	**	7%	**	7%
Mobile switched by C&R	286	**	286	**	**	**	**	**	286	**	286
	78%	**	78%	**	**	**	**	**	78%	**	78%
Mobile changed number but unsure if STAC	54	**	54	**	**	**	**	**	54	**	54
	15%	**	15%	**	**	**	**	**	15%	**	15%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

SUB-GROUP IF SWITCHED MOBILE IN LAST SIX MONTHS AND DID NOT KEEP MOBILE NUMBER

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	~b	c	~d	e	f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	344	125	60	159	-	159	125	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	344	125	60	159	-	159	125	-	-	-	-	-	-	-	-	-
Total	367	133	64	169	-	169	133	-	-	-	-	-	-	-	-	-
Mobile switched by STAC	27	11	**	13	**	13	11	**	**	**	**	**	**	**	**	**
	7%	8%	**	8%	**	8%	8%	**	**	**	**	**	**	**	**	**
Mobile switched by C&R	286	103	**	131	**	131	103	**	**	**	**	**	**	**	**	**
	78%	78%	**	77%	**	77%	78%	**	**	**	**	**	**	**	**	**
Mobile changed number but unsure if STAC	54	19	**	26	**	26	19	**	**	**	**	**	**	**	**	**
	15%	14%	**	15%	**	15%	14%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

SUB-GROUP IF SWITCHED MOBILE IN LAST SIX MONTHS AND DID NOT KEEP MOBILE NUMBER

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	~b	~c	~a	~b	~c	d	e	f
Unweighted total	344	-	-	158	176	283	48	12	88	81	65	102	169	167
Effective Weighted Sample	344	-	-	158	176	283	48	12	88	81	65	102	169	167
Total	367	-	-	168	188	302	51	13	94	86	69	109	180	178
Mobile switched by STAC	27	**	**	14	13	25	**	**	**	**	**	6	17	10
	7%	**	**	8%	7%	8%	**	**	**	**	**	6%	9%	5%
Mobile switched by C&R	286	**	**	139	142	231	**	**	**	**	**	90	132	148
	78%	**	**	82%	76%	77%	**	**	**	**	**	82%	73%	83%
														e
Mobile changed number but unsure if STAC	54	**	**	16	33	46	**	**	**	**	**	13	31	20
	15%	**	**	9%	18%	15%	**	**	**	**	**	12%	17%	11%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

SUB-GROUP IF SWITCHED MOBILE IN LAST SIX MONTHS AND DID NOT KEEP MOBILE NUMBER

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	344	300	24	18	2	312	32	165	146
Effective Weighted Sample	344	300	24	18	2	312	32	165	146
Total	367	320	26	19	2	333	34	176	156
Mobile switched by STAC	27	25	**	**	**	25	**	19	7
	7%	8%	**	**	**	7%	**	11%	5%
								b	
Mobile switched by C&R	286	245	**	**	**	260	**	132	132
	78%	77%	**	**	**	78%	**	75%	85%
								a	
Mobile changed number but unsure if STAC	54	50	**	**	**	48	**	25	16
	15%	16%	**	**	**	14%	**	14%	10%

Columns Tested: a,b,c,d - a,b - a,b

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

QUOTA GROUP - DECIDED NOT TO SWITCH IN LAST SIX MONTHS

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Considered switching mobile	438	**	**	**	**	**	**	**	**	**	**
35%		**	**	**	**	**	**	**	**	**	**
Considered switching dual play	338	**	**	**	**	**	**	**	**	**	**
27%		**	**	**	**	**	**	**	**	**	**
Considered switching triple play	261	**	**	**	**	**	**	**	**	**	**
21%		**	**	**	**	**	**	**	**	**	**
Considered switching Pay TV	232	**	**	**	**	**	**	**	**	**	**
18%		**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

QUOTA GROUP - DECIDED NOT TO SWITCH IN LAST SIX MONTHS

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Considered switching mobile	438	**	**	**	**	**	**	**	**	438	-	438	294	144	-	-
	35%	**	**	**	**	**	**	**	**	35%	-%	100%	32%	41%	-%	-%
										b		ab		a		
Considered switching dual play	338	**	**	**	**	**	**	**	**	338	338	-	227	110	227	110
	27%	**	**	**	**	**	**	**	**	27%	41%	-%	25%	31%	37%	52%
										c	ac			a		a
Considered switching triple play	261	**	**	**	**	**	**	**	**	261	261	-	207	54	207	54
	21%	**	**	**	**	**	**	**	**	21%	31%	-%	23%	15%	33%	26%
										c	ac		b		b	
Considered switching Pay TV	232	**	**	**	**	**	**	**	**	232	232	-	186	47	186	47
	18%	**	**	**	**	**	**	**	**	18%	28%	-%	20%	13%	30%	22%
										c	ac		b		b	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

QUOTA GROUP - DECIDED NOT TO SWITCH IN LAST SIX MONTHS

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL													
	Total			GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Considered switching mobile	438	294	144	207	228	300	90	44	168	128	64	72	296	136
	35%	100%	100%	33%	35%	40%	23%	35%	32%	39%	33%	33%	35%	33%
Considered switching dual play						b		b						
	338	-	-	151	186	146	139	53	124	87	52	75	211	127
	27%	-%	-%	24%	29%	19%	36%	42%	24%	26%	27%	35%	25%	31%
Considered switching triple play							a	a				abe		ae
	261	-	-	129	131	140	106	15	114	69	42	35	183	78
	21%	-%	-%	21%	20%	19%	27%	12%	22%	21%	22%	16%	21%	19%
Considered switching Pay TV							ac							
	232	-	-	132	98	167	52	14	111	50	35	34	161	69
	18%	-%	-%	21%	15%	22%	13%	11%	22%	15%	18%	16%	19%	17%
				b		bc			b					

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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QUOTA GROUP - DECIDED NOT TO SWITCH IN LAST SIX MONTHS

Base : Those interviewed about deciding not to switch

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Considered switching mobile	438	377	24	**	**	385	53	201	203
	35%	35%	24%	**	**	35%	32%	38%	31%
		b						b	
Considered switching dual play	338	273	39	**	**	275	63	134	187
	27%	25%	38%	**	**	25%	38%	25%	28%
			a				a		
Considered switching triple play	261	230	20	**	**	239	22	101	149
	21%	21%	20%	**	**	22%	13%	19%	22%
						b			
Considered switching Pay TV	232	198	19	**	**	204	28	94	123
	18%	18%	18%	**	**	18%	17%	18%	19%

Columns Tested: a,b,c,d - a,b - a,b

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

S16. RESPONDENT'S GENDER

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
Male	1639	286	788	144	142	59	151	76	503	334	168
	47%	45%	46%	44%	47%	49%	41%	52% b	46%	46%	46%
Female	1833	342	924	182	159	61	214	66	583	395	188
	52%	54%	53%	56%	52%	51%	59% c	46%	53%	54%	51%
Other	23	2	15	-	2	-	-	2	14	5	9
	1%	*%	1%	-%	1%	-%	-%	1% b	1%	1%	2% b
Prefer not to say	8	1	3	-	1	-	-	1	2	-	2
	*%	*%	*%	-%	*%	-%	-%	1%	*%	-%	1%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S16. RESPONDENT'S GENDER

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
Male	1639	150	112	241	170	71	69	63	170	618	412	207	441	177	305	107
	47%	52%	44%	43%	43%	42%	52%	43%	48%	49%	50%	47%	48%	50%	49%	51%
		cde														
Female	1833	131	139	313	219	94	60	78	187	644	415	228	470	174	315	101
	52%	46%	55%	56%	56%	55%	45%	53%	52%	51%	50%	52%	51%	49%	51%	48%
				af	af											
Other	23	3	3	7	3	4	2	3	-	4	2	1	1	2	-	2
	1%	1%	1%	1%	1%	3%	2%	2%	-%	*%	*%	*%	*%	1%	-%	1%
								b								a
Prefer not to say	8	2	-	-	-	-	2	3	-	2	1	1	1	1	-	1
	*%	1%	-%	-%	-%	-%	2%	2%	-%	*%	*%	*%	*%	*%	-%	*%
							cd	b								

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S16. RESPONDENT'S GENDER

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
Male	1639	136	71	1639	-	1071	406	158	749	373	257	249	1122	505
	47%	46%	49%	100%	-%	46%	47%	58%	54%	41%	47%	40%	49%	43%
				b				ab	bcdef		bd		bdf	
Female	1833	155	73	-	1833	1260	459	112	625	541	290	366	1166	656
	52%	53%	51%	-%	100%	54%	53%	41%	45%	59%	53%	59%	51%	56%
					a	c	c			ace	a	ace	a	ae
Other	23	1	-	-	-	17	4	2	10	8	1	5	17	6
	1%	*%	-%	-%	-%	1%	*%	1%	1%	1%	*%	1%	1%	*%
Prefer not to say	8	1	-	-	-	5	-	-	3	-	1	1	3	2
	*%	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	*%	*%	*%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S16. RESPONDENT'S GENDER

Base : All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
Male	1639	1407	123	80	**	1481	158	716	804
	47%	47%	44%	47%	**	48% b	40%	45%	48%
Female	1833	1561	151	87	**	1600	233	861	860
	52%	52%	54%	51%	**	51%	59% a	54%	52%
Other	23	14	5	3	**	21	1	13	3
	1%	*%	2% a	2% a	**	1%	*%	1% b	*%
Prefer not to say	8	6	2	-	**	5	2	2	1
	*%	*%	1%	-%	**	*%	1%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b

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

S17. RESPONDENT'S AGE

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
16-24 years	649	70	373	19	51	8	24	38	303	170	133
	19%	11%	22%	6%	17%	7%	7%	26%	28%	23%	36%
			a		a			ab			ab
25-34 years	891	126	422	48	77	29	58	39	296	203	93
	25%	20%	24%	15%	25%	24%	16%	27%	27%	28%	25%
			a		a	b		b			
35-44 years	812	159	390	87	72	33	92	34	231	155	76
	23%	25%	23%	27%	24%	27%	25%	24%	21%	21%	21%
45-54 years	438	104	215	58	46	19	68	17	111	78	33
	13%	17%	12%	18%	15%	16%	19%	12%	10%	11%	9%
		b					c				
55-64 years	431	108	198	72	36	19	78	11	89	71	18
	12%	17%	11%	22%	12%	16%	21%	8%	8%	10%	5%
		b		b		c	c			c	
65-74 years	201	49	97	31	18	10	35	3	48	36	12
	6%	8%	6%	9%	6%	8%	10%	2%	4%	5%	3%
		b		b		c	c				
75 years or over	72	11	33	8	3	1	9	1	22	21	1
	2%	2%	2%	3%	1%	1%	3%	1%	2%	3%	1%
									c	c	
Prefer not to say	8	2	3	1	1	-	1	1	1	-	1
	*%	*%	*%	*%	*%	-%	*%	1%	*%	-%	*%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S17. RESPONDENT'S AGE

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
16-24 years	649	98	32	173	104	69	44	30	61	185	83	101	142	42	72	12
	19%	34%	13%	31%	26%	41%	33%	20%	17%	15%	10%	23%	16%	12%	12%	6%
		bd		b	b	bcd	b			b		ab			b	
25-34 years	891	76	56	163	115	48	30	40	144	284	175	109	219	65	136	38
	25%	27%	22%	29%	29%	28%	22%	27%	41%	22%	21%	25%	24%	18%	22%	18%
									a				b			
35-44 years	812	62	48	121	87	34	30	31	107	284	195	90	197	88	142	53
	23%	22%	19%	22%	22%	20%	22%	21%	30%	22%	23%	21%	22%	25%	23%	25%
									a							
45-54 years	438	25	46	39	30	10	15	15	30	178	135	44	129	49	101	34
	13%	9%	18%	7%	8%	6%	11%	11%	8%	14%	16%	10%	14%	14%	16%	16%
			acde							c	c					
55-64 years	431	13	39	38	32	5	7	17	8	208	162	46	140	67	112	49
	12%	4%	15%	7%	8%	3%	6%	12%	2%	16%	19%	11%	15%	19%	18%	23%
			acdef		e			b		c	c					
65-74 years	201	8	23	18	16	2	6	10	3	91	60	31	67	24	45	15
	6%	3%	9%	3%	4%	1%	5%	7%	1%	7%	7%	7%	7%	7%	7%	7%
			acde					b								
75 years or over	72	4	10	8	8	-	1	1	3	34	21	13	17	17	12	9
	2%	1%	4%	1%	2%	-%	1%	1%	1%	3%	3%	3%	2%	5%	2%	4%
			ce											a		a
Prefer not to say	8	-	-	1	-	1	-	2	-	4	-	4	3	1	-	-
	*%	-%	-%	*%	-%	1%	-%	1%	-%	*%	-%	1%	*%	*%	-%	-%
												b				

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S17. RESPONDENT'S AGE

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
16-24 years	649	71	31	266	372	649	-	-	233	192	118	95	424	213
	19%	24%	21%	16%	20%	28%	-%	-%	17%	21%	21%	15%	18%	18%
					a	bc				ad	ad			
25-34 years	891	82	27	408	474	891	-	-	390	221	145	129	611	274
	25%	28%	19%	25%	26%	38%	-%	-%	28%	24%	26%	21%	26%	23%
						bc			bdf		d		d	
35-44 years	812	55	35	397	413	812	-	-	350	203	118	138	553	256
	23%	19%	24%	24%	23%	35%	-%	-%	25%	22%	22%	22%	24%	22%
						bc			f					
45-54 years	438	28	15	193	242	-	438	-	158	115	73	92	273	165
	13%	10%	11%	12%	13%	-%	50%	-%	11%	13%	13%	15%	12%	14%
							ac					ae		a
55-64 years	431	28	18	213	217	-	431	-	148	122	61	99	270	160
	12%	10%	13%	13%	12%	-%	50%	-%	11%	13%	11%	16%	12%	14%
							ac					ace		a
65-74 years	201	22	9	111	89	-	-	201	71	54	20	56	125	76
	6%	7%	6%	7%	5%	-%	-%	74%	5%	6%	4%	9%	5%	7%
				b				ab				abcef		c
75 years or over	72	5	8	48	22	-	-	72	34	12	13	12	47	25
	2%	2%	5%	3%	1%	-%	-%	26%	2%	1%	2%	2%	2%	2%
				b				ab						
Prefer not to say	8	3	1	3	2	-	-	-	3	3	1	-	5	1
	*%	1%	1%	*%	*%	-%	-%	-%	*%	*%	*%	-%	*%	*%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S17. RESPONDENT'S AGE

Base : All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
16-24 years	649	582	37	19	**	590	59	371	204
	19%	19%	13%	11%	**	19%	15%	23%	12%
		bc						b	
25-34 years	891	752	71	50	**	821	70	419	406
	25%	25%	25%	29%	**	26%	18%	26%	24%
						b			
35-44 years	812	706	64	33	**	750	63	359	404
	23%	24%	23%	19%	**	24%	16%	23%	24%
						b			
45-54 years	438	366	37	26	**	383	55	172	241
	13%	12%	13%	15%	**	12%	14%	11%	14%
									a
55-64 years	431	354	42	25	**	346	85	155	259
	12%	12%	15%	14%	**	11%	21%	10%	16%
							a		a
65-74 years	201	160	22	13	**	155	46	81	112
	6%	5%	8%	7%	**	5%	12%	5%	7%
							a		
75 years or over	72	60	7	4	**	56	16	32	39
	2%	2%	2%	3%	**	2%	4%	2%	2%
							a		
Prefer not to say	8	6	1	1	**	7	1	1	3
	*%	*%	*%	1%	**	*%	*%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b

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

S17. SUMMARY OF AGE GROUPS

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
16-34	1540	196	795	68	128	37	82	77	599	373	226
	44%	31%	46%	21%	42%	31%	23%	53%	54%	51%	62%
			a		a	b		ab			ab
35-54	1251	264	605	146	118	52	160	52	342	233	109
	36%	42%	35%	45%	39%	43%	44%	36%	31%	32%	30%
		b									
55+	703	168	328	111	57	30	123	16	159	128	31
	20%	27%	19%	34%	19%	25%	34%	11%	14%	17%	8%
		b		b		c	ac		c	c	
REFUSED	8	2	3	1	1	-	1	1	1	-	1
	*0%	*0%	*0%	*0%	*0%	-%	*0%	1%	*0%	-%	*0%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S17. SUMMARY OF AGE GROUPS

Base : All eligible respondents (switched or decided not to switch)

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
16-34	1540	175	88	336	219	117	74	70	206	469	258	210	361	108	208	50
	44%	61%	35%	60%	56%	69%	55%	48%	58%	37%	31%	48%	39%	30%	34%	24%
		b		b	b	bcd	b			b		ab	b		b	
35-54	1251	88	94	160	117	44	45	46	137	462	329	133	326	137	242	87
	36%	31%	37%	29%	30%	26%	34%	32%	38%	36%	40%	30%	36%	39%	39%	41%
			ce							c	c					
55+	703	24	72	63	56	7	15	28	14	333	243	90	225	108	169	74
	20%	8%	28%	11%	14%	4%	11%	19%	4%	26%	29%	21%	25%	31%	27%	35%
			acdef	e	ae		e	b		c	c			a		a
REFUSED	8	-	-	1	-	1	-	2	-	4	-	4	3	1	-	-
	*%	-%	-%	*%	-%	1%	-%	1%	-%	*%	-%	1%	*%	*%	-%	-%
												b				

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S17. SUMMARY OF AGE GROUPS

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
16-34	1540	153	58	673	847	1540	-	-	622	413	263	224	1035	487
	44%	52%	40%	41%	46%	65%	-%	-%	45%	45%	48%	36%	45%	42%
		b			a	bc			d	d	df		d	d
35-54	1251	83	50	590	655	812	438	-	508	318	191	230	826	420
	36%	28%	35%	36%	36%	35%	50%	-%	37%	34%	35%	37%	36%	36%
						c	ac							
55+	703	55	35	372	329	-	431	272	254	189	94	167	442	261
	20%	19%	24%	23%	18%	-%	50%	100%	18%	20%	17%	27%	19%	22%
				b			a	ab				abcef		ace
REFUSED	8	3	1	3	2	-	-	-	3	3	1	-	5	1
	*%	1%	1%	*%	*%	-%	-%	-%	*%	*%	*%	-%	*%	*%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S17. SUMMARY OF AGE GROUPS

Base : All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
16-34	1540	1334	108	69	**	1411	129	790	610
	44%	45%	39%	41%	**	45% b	33%	50% b	37%
35-54	1251	1072	100	58	**	1133	118	532	644
	36%	36%	36%	34%	**	36% b	30%	33%	39% a
55+	703	575	70	42	**	557	146	269	410
	20%	19%	25% a	24%	**	18%	37% a	17%	25% a
REFUSED	8	6	1	1	**	7	1	1	3
	*%	*%	*%	1%	**	*%	*%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b

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

S18/S19. And where do you normally live?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
North East	158	34	79	16	18	10	18	6	46	28	17
	5%	5%	5%	5%	6%	8%	5%	4%	4%	4%	5%
Yorkshire and Humberside	312	61	177	36	25	9	41	11	116	74	43
	9%	10%	10%	11%	8%	7%	11%	8%	11%	10%	12%
North West	409	76	197	40	36	16	42	18	120	73	48
	12%	12%	11%	12%	12%	14%	11%	13%	11%	10%	13%
West Midlands	335	60	158	26	34	12	28	19	99	58	41
	10%	9%	9%	8%	11%	10%	8%	13%	9%	8%	11%
East Midlands	271	47	136	21	26	9	27	10	89	57	32
	8%	7%	8%	6%	9%	8%	8%	7%	8%	8%	9%
South West	276	56	149	37	18	5	43	8	93	61	32
	8%	9%	9%	11%	6%	4%	12%	5%	8%	8%	9%
East Anglia	184	42	99	26	16	8	29	4	58	48	10
	5%	7%	6%	8%	5%	7%	8%	3%	5%	7%	3%
South East	455	74	201	45	30	9	50	16	127	89	37
	13%	12%	12%	14%	10%	7%	14%	11%	12%	12%	10%
Greater London	574	79	278	28	51	21	33	26	199	141	58
	16%	13%	16%	9%	17%	18%	9%	18%	18%	19%	16%
English region - prefer not to say	12	4	8	-	4	-	-	4	3	-	3
	*%	1%	*%	-%	1%	-%	-%	3%	*%	-%	1%
Total England	2987	534	1483	274	259	100	311	122	949	629	320
	85%	85%	86%	84%	85%	83%	85%	85%	86%	86%	87%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S18/S19. And where do you normally live?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
Scotland	281	51	134	31	20	10	30	10	84	58	26
	8%	8%	8%	9%	7%	8%	8%	7%	8%	8%	7%
Wales	171	35	82	18	16	6	20	9	48	28	19
	5%	5%	5%	6%	5%	5%	6%	6%	4%	4%	5%
Northern Ireland	64	11	31	2	9	4	4	3	20	18	2
	2%	2%	2%	1%	3%	3%	1%	2%	2%	2%	1%
					a	b				c	

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S18/S19. And where do you normally live?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
North East	158 5%	13 5%	16 6% d	17 3%	10 3%	6 4%	5 4%	7 5%	13 4%	59 5%	35 4%	24 6%	42 5%	17 5%	25 4%	9 4%
Yorkshire and Humberside	312 9%	27 10%	26 10%	63 11%	45 12%	18 11%	18 14%	15 11%	25 7%	94 7%	63 8%	31 7%	66 7%	29 8%	46 7%	17 8%
North West	409 12%	39 14% d	27 11%	54 10%	30 8%	25 14% d	17 13%	16 11%	47 13%	149 12%	99 12%	50 11%	110 12%	39 11%	71 11%	29 14%
West Midlands	335 10%	23 8%	19 8%	57 10%	31 8%	26 15% abdf	7 6%	13 9%	39 11%	124 10%	77 9%	47 11%	86 9%	37 11%	56 9%	21 10%
East Midlands	271 8%	20 7%	24 10%	44 8%	28 7%	16 9%	9 6%	8 5%	36 10%	91 7%	63 8%	28 6%	64 7%	27 8%	52 8%	12 6%
South West	276 8%	23 8%	22 9%	47 8%	31 8%	16 9%	12 9%	10 7%	14 4%	103 8%	73 9%	30 7%	73 8%	30 8%	54 9%	19 9%
East Anglia	184 5%	11 4%	12 5%	34 6% f	28 7% f	5 3%	2 2%	5 4%	9 3%	70 6%	50 6%	21 5%	53 6%	17 5%	40 6%	10 5%
South East	455 13%	34 12%	29 11%	64 11%	51 13%	14 8%	18 14%	21 15%	44 12%	188 15%	115 14%	73 17%	130 14%	58 16%	88 14%	28 13%
Greater London	574 16%	66 23% ce	41 16%	93 17%	71 18%	21 13%	27 20%	22 15%	77 22%	197 16%	124 15%	73 17%	148 16%	49 14%	92 15%	32 15%
English region - prefer not to say	12 *%	1 *%	1 *%	1 *%	- -%	1 1%	1 1%	2 1%	2 *%	1 *%	1 *%	- -%	1 *%	1 *%	1 *%	1 *%
Total England	2987 85%	257 90% d	217 85%	475 85%	326 83%	148 87%	116 87%	120 82%	306 86%	1078 85%	700 84%	377 86%	774 85%	304 86%	523 84%	177 84%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S18/S19. And where do you normally live?

Base : All eligible respondents (switched or decided not to switch)

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
Scotland	281	17	24	43	32	11	11	12	31	103	78	24	69	34	56	22
	8%	6%	9%	8%	8%	6%	8%	8%	9%	8%	9%	6%	8%	10%	9%	11%
Wales	171	10	12	25	16	10	6	9	16	63	36	27	51	13	29	7
	5%	4%	5%	4%	4%	6%	5%	6%	4%	5%	4%	6%	6%	4%	5%	4%
Northern Ireland	64	1	1	18	17	1	-	5	3	24	15	9	20	4	11	4
	2%	*%	*%	3%	4%	1%	-%	4%	1%	2%	2%	2%	2%	1%	2%	2%
				abf	abef											

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S18/S19. And where do you normally live?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
North East	158	17	8	75	82	100	44	14	53	52	16	36	105	52
	5%	6%	5%	5%	4%	4%	5%	5%	4%	6%	3%	6%	5%	4%
										ac		ac		
Yorkshire and Humberside	312	19	12	153	156	215	72	25	109	84	55	64	193	119
	9%	7%	8%	9%	9%	9%	8%	9%	8%	9%	10%	10%	8%	10%
													a	
North West	409	40	10	151	255	267	121	21	148	100	66	91	248	157
	12%	14%	7%	9%	14%	11%	14%	8%	11%	11%	12%	15%	11%	13%
					a		ac					abe		ae
West Midlands	335	31	17	158	176	246	67	20	121	97	58	52	218	111
	10%	10%	12%	10%	10%	10%	8%	7%	9%	11%	11%	8%	9%	9%
						b								
East Midlands	271	13	15	129	143	177	71	23	81	74	52	63	155	114
	8%	4%	11%	8%	8%	8%	8%	9%	6%	8%	9%	10%	7%	10%
			a							a	ae	ae		ae
South West	276	19	10	122	153	168	72	35	83	85	53	52	169	105
	8%	7%	7%	7%	8%	7%	8%	13%	6%	9%	10%	8%	7%	9%
								ab		a	a			a
East Anglia	184	13	8	78	104	108	60	16	70	37	38	36	107	74
	5%	4%	5%	5%	6%	5%	7%	6%	5%	4%	7%	6%	5%	6%
							a				be			be
South East	455	42	31	196	259	280	129	45	187	115	72	78	302	150
	13%	14%	21%	12%	14%	12%	15%	17%	13%	13%	13%	13%	13%	13%
							a	a						
Greater London	574	56	17	341	229	468	85	21	330	131	62	50	460	113
	16%	19%	12%	21%	12%	20%	10%	8%	24%	14%	11%	8%	20%	10%
				b		bc			bcdef	df			bcdf	
English region - prefer not to say	12	-	-	5	5	10	1	-	5	2	1	3	7	4
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S18/S19. And where do you normally live?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
Total England	2987	250	127	1407	1561	2040	720	221	1188	777	474	526	1965	999
	85%	85%	88%	86%	85%	87%	83%	81%	86%	84%	86%	85%	85%	85%
						bc								
Scotland	281	13	12	123	151	172	79	29	117	70	37	56	187	93
	8%	4%	8%	7%	8%	7%	9%	11%	8%	8%	7%	9%	8%	8%
Wales	171	22	5	80	87	102	50	17	57	53	24	36	110	61
	5%	7%	4%	5%	5%	4%	6%	6%	4%	6%	4%	6%	5%	5%
Northern Ireland	64	9	-	29	34	39	20	6	25	21	14	3	46	16
	2%	3%	-%	2%	2%	2%	2%	2%	2%	2%	2%	*%	2%	1%
									d	d	d		d	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S18/S19. And where do you normally live?

Base : All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
North East	158	158	-	-	**	146	12	76	72
	5%	5%	-%	-%	**	5%	3%	5%	4%
		bc							
Yorkshire and Humberside	312	312	-	-	**	279	33	152	135
	9%	10%	-%	-%	**	9%	8%	10%	8%
		bc							
North West	409	409	-	-	**	381	29	202	181
	12%	14%	-%	-%	**	12%	7%	13%	11%
		bc				b			
West Midlands	335	335	-	-	**	305	30	137	167
	10%	11%	-%	-%	**	10%	8%	9%	10%
		bc							
East Midlands	271	271	-	-	**	224	47	121	128
	8%	9%	-%	-%	**	7%	12%	8%	8%
		bc					a		
South West	276	276	-	-	**	233	43	111	142
	8%	9%	-%	-%	**	8%	11%	7%	9%
		bc					a		
East Anglia	184	184	-	-	**	135	49	78	91
	5%	6%	-%	-%	**	4%	13%	5%	5%
		bc					a		
South East	455	455	-	-	**	382	73	185	245
	13%	15%	-%	-%	**	12%	18%	12%	15%
		bc					a		a
Greater London	574	574	-	-	**	566	8	277	265
	16%	19%	-%	-%	**	18%	2%	17%	16%
		bc				b			
English region - prefer not to say	12	12	-	-	**	9	3	2	4
	*%	*%	-%	-%	**	*%	1%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b

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

S18/S19. And where do you normally live?

Base : All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
Total England	2987	2987	-	-	**	2661	325	1342	1432
	85%	100%	-%	-%	**	86%	83%	84%	86%
		bc							
Scotland	281	-	281	-	**	247	34	129	137
	8%	-%	100%	-%	**	8%	9%	8%	8%
			ac						
Wales	171	-	-	171	**	142	29	95	65
	5%	-%	-%	100%	**	5%	7%	6%	4%
				ab			a	b	
Northern Ireland	64	-	-	-	**	58	6	26	34
	2%	-%	-%	-%	**	2%	2%	2%	2%

Columns Tested: a,b,c,d - a,b - a,b

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

S20B. Which of these describes the area where you live?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
Large city	1119	181	551	71	109	47	81	53	371	263	108
	32%	29%	32%	22%	36%	39%	22%	36%	34%	36%	29%
					a	b		b		c	
Smaller city or large town	793	140	397	72	68	22	86	32	257	163	94
	23%	22%	23%	22%	22%	18%	24%	22%	23%	22%	26%
Medium town	651	109	323	52	57	19	63	28	213	140	74
	19%	17%	19%	16%	19%	16%	17%	19%	19%	19%	20%
Small town	544	114	271	72	43	18	81	15	157	100	58
	16%	18%	16%	22%	14%	15%	22%	10%	14%	14%	16%
				b			ac				
Rural area	394	86	189	59	27	14	54	18	103	69	34
	11%	14%	11%	18%	9%	12%	15%	13%	9%	9%	9%
		b		b							

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S20B. Which of these describes the area where you live?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
Large city	1119	123	74	173	133	39	47	39	163	366	243	123	285	81	189	54
	32%	43%	29%	31%	34%	23%	35%	26%	46%	29%	29%	28%	31%	23%	30%	26%
		bcde			e		e		a				b			
Smaller city or large town	793	62	55	140	92	48	29	35	77	284	181	103	190	95	127	55
	23%	22%	21%	25%	24%	28%	22%	24%	22%	22%	22%	23%	21%	27%	20%	26%
														a		
Medium town	651	43	51	119	78	42	25	31	58	239	155	85	170	69	118	37
	19%	15%	20%	21%	20%	25%	18%	21%	16%	19%	19%	19%	19%	19%	19%	18%
				a		a										
Small town	544	36	42	80	54	26	20	26	35	213	138	74	149	64	102	36
	16%	13%	16%	14%	14%	15%	15%	18%	10%	17%	17%	17%	16%	18%	17%	17%
								b								
Rural area	394	22	32	49	34	15	13	16	24	166	113	53	120	45	84	29
	11%	8%	13%	9%	9%	9%	10%	11%	7%	13%	14%	12%	13%	13%	14%	14%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S20B. Which of these describes the area where you live?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
Large city	1119	96	27	616	496	852	219	47	544	262	153	151	805	304
	32%	33%	19%	38%	27%	36%	25%	17%	39%	28%	28%	24%	35%	26%
		b		b		bc	c		bcdef				bcdf	
Smaller city or large town	793	63	40	336	452	573	177	42	284	211	138	154	495	291
	23%	21%	28%	20%	25%	24%	20%	15%	20%	23%	25%	25%	21%	25%
					a	bc					a	a		ae
Medium town	651	53	32	285	358	419	184	45	211	216	107	115	428	222
	19%	18%	22%	17%	20%	18%	21%	16%	15%	23%	20%	18%	19%	19%
							a			adef	a		a	a
Small town	544	46	28	244	294	316	150	77	176	155	82	127	331	209
	16%	16%	20%	15%	16%	13%	17%	28%	13%	17%	15%	20%	14%	18%
							a	ab		a		ace		ae
Rural area	394	36	17	158	233	192	139	62	171	78	69	74	249	143
	11%	12%	12%	10%	13%	8%	16%	23%	12%	8%	13%	12%	11%	12%
					a		a	ab	b		b	b	b	b

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S20B. Which of these describes the area where you live?

Base : All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
Large city	1119	990	91	27	**	1119	-	536	510
	32%	33%	32%	16%	**	36%	-%	34%	31%
		c	c			b			
Smaller city or large town	793	680	59	44	**	793	-	389	362
	23%	23%	21%	26%	**	26%	-%	24%	22%
						b			
Medium town	651	540	51	39	**	651	-	287	317
	19%	18%	18%	23%	**	21%	-%	18%	19%
						b			
Small town	544	452	46	32	**	544	-	234	264
	16%	15%	16%	19%	**	18%	-%	15%	16%
						b			
Rural area	394	325	34	29	**	-	394	146	215
	11%	11%	12%	17%	**	-%	100%	9%	13%
				a			a		a

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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 eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
URBAN	3108	544	1542	267	277	106	311	127	998	666	333
	89%	86%	89%	82%	91%	88%	85%	88%	91%	91%	91%
			a		a						
RURAL	394	86	189	59	27	14	54	18	103	69	34
	11%	14%	11%	18%	9%	12%	15%	13%	9%	9%	9%
		b		b							

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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 eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
URBAN	3108	264	222	512	357	155	120	131	333	1102	717	385	793	309	535	182
	89%	92%	87%	91%	91%	91%	90%	89%	93%	87%	86%	88%	87%	87%	86%	86%
RURAL	394	22	32	49	34	15	13	16	24	166	113	53	120	45	84	29
	11%	8%	13%	9%	9%	9%	10%	11%	7%	13%	14%	12%	13%	13%	14%	14%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

Any break column with 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 eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
URBAN	3108	258	127	1481	1600	2160	729	211	1215	844	479	547	2059	1026
	89%	88%	88%	90%	87%	92%	84%	77%	88%	92%	87%	88%	89%	88%
				b		bc	c			acdef				
RURAL	394	36	17	158	233	192	139	62	171	78	69	74	249	143
	11%	12%	12%	10%	13%	8%	16%	23%	12%	8%	13%	12%	11%	12%
					a		a	ab	b		b	b	b	b

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with 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 eligible respondents (switched or decided not to switch)

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
URBAN	3108	2661	247	142	**	3108	-	1446	1453
	89%	89%	88%	83%	**	100%	-%	91%	87%
		c				b		b	
RURAL	394	325	34	29	**	-	394	146	215
	11%	11%	12%	17%	**	-%	100%	9%	13%
				a			a		a

Columns Tested: a,b,c,d - a,b - a,b

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

SOCIO-ECONOMIC GROUP

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
A	465	69	236	24	45	28	20	22	167	128	38
	13%	11%	14%	7%	15%	23%	5%	15%	15%	17%	10%
					a	bc		b	c	c	
B	922	153	396	73	80	30	82	41	243	188	55
	26%	24%	23%	22%	26%	25%	22%	28%	22%	26%	15%
									c	c	
C1	922	182	463	109	73	30	119	34	281	194	86
	26%	29%	27%	33%	24%	25%	33%	23%	25%	26%	24%
				b			ac				
C2	549	110	290	55	54	17	68	25	181	111	69
	16%	17%	17%	17%	18%	14%	19%	17%	16%	15%	19%
D	315	56	156	31	25	5	38	13	99	56	44
	9%	9%	9%	10%	8%	4%	10%	9%	9%	8%	12%
							a				b
E	306	56	175	32	24	9	37	10	119	54	65
	9%	9%	10%	10%	8%	7%	10%	7%	11%	7%	18%
									b		ab
Don't know	25	4	15	2	2	1	2	1	11	3	9
	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	2%
											b

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

SOCIO-ECONOMIC GROUP

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
A	465	67	27	72	57	15	18	13	75	141	91	50	94	46	62	28
	13%	24%	11%	13%	15%	9%	14%	9%	21%	11%	11%	11%	10%	13%	10%	14%
		bcdef							a							
B	922	44	58	142	107	34	13	50	99	377	259	118	282	95	194	64
	26%	15%	23%	25%	27%	20%	10%	34%	28%	30%	31%	27%	31%	27%	31%	30%
			af	af	af	f										
C1	922	54	83	143	104	39	30	38	88	333	205	128	244	89	160	44
	26%	19%	33%	26%	26%	23%	22%	26%	25%	26%	25%	29%	27%	25%	26%	21%
			aef		a											
C2	549	39	31	110	69	42	17	22	42	194	130	64	138	55	97	32
	16%	14%	12%	20%	18%	25%	13%	15%	12%	15%	16%	15%	15%	16%	16%	15%
				ab		abf										
D	315	31	21	48	30	18	19	12	35	113	72	41	81	32	53	19
	9%	11%	8%	9%	8%	11%	14%	8%	10%	9%	9%	9%	9%	9%	9%	9%
							d									
E	306	46	32	41	23	18	33	11	16	103	73	31	70	34	52	21
	9%	16%	13%	7%	6%	11%	25%	8%	4%	8%	9%	7%	8%	9%	8%	10%
		cd	cd				abcde									
Don't know	25	4	2	4	1	3	3	1	2	7	2	5	5	3	1	1
	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							d					b				

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

SOCIO-ECONOMIC GROUP

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
A	465	32	18	266	189	348	91	24	465	-	-	-	465	-
	13%	11%	13%	16%	10%	15%	10%	9%	34%	-%	-%	-%	20%	-%
				b		bc			bcdef				bcdf	
B	922	87	31	483	436	625	215	82	922	-	-	-	922	-
	26%	30%	21%	29%	24%	27%	25%	30%	66%	-%	-%	-%	40%	-%
				b					bcdef				bcdf	
C1	922	83	45	373	541	615	238	66	-	922	-	-	922	-
	26%	28%	31%	23%	30%	26%	27%	24%	-%	100%	-%	-%	40%	-%
				a						acdef			acdf	
C2	549	41	23	257	290	381	134	33	-	-	549	-	-	549
	16%	14%	16%	16%	16%	16%	15%	12%	-%	-%	100%	-%	-%	47%
											abdef			abde
D	315	28	13	127	187	207	93	15	-	-	-	315	-	315
	9%	10%	9%	8%	10%	9%	11%	5%	-%	-%	-%	51%	-%	27%
				a		c	c					abcef		abce
E	306	18	13	122	179	154	98	54	-	-	-	306	-	306
	9%	6%	9%	7%	10%	7%	11%	20%	-%	-%	-%	49%	-%	26%
				a		a	a	ab				abcef		abce
Don't know	25	4	1	11	11	22	1	-	-	-	-	-	-	-
	1%	1%	1%	1%	1%	1%	*%	-%	-%	-%	-%	-%	-%	-%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

SOCIO-ECONOMIC GROUP

Base : All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
A	465	390	46	23	**	408	57	244	188
	13%	13%	16%	13%	**	13%	14%	15%	11%
								b	
B	922	798	71	34	**	807	115	348	518
	26%	27%	25%	20%	**	26%	29%	22%	31%
		c							a
C1	922	777	70	53	**	844	78	384	482
	26%	26%	25%	31%	**	27%	20%	24%	29%
						b			a
C2	549	474	37	24	**	479	69	243	263
	16%	16%	13%	14%	**	15%	18%	15%	16%
D	315	260	31	22	**	278	37	167	127
	9%	9%	11%	13%	**	9%	9%	10%	8%
				a				b	
E	306	266	25	14	**	269	37	200	81
	9%	9%	9%	8%	**	9%	9%	13%	5%
								b	
Don't know	25	23	1	-	**	22	2	6	8
	1%	1%	*%	-%	**	1%	1%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b

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

SUMMARY OF SEG

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
AB	1387	222	632	97	125	58	102	62	410	316	94
	40%	35%	37%	30%	41%	49%	28%	43%	37%	43%	26%
					a	b		b	c	ac	
C1	922	182	463	109	73	30	119	34	281	194	86
	26%	29%	27%	33%	24%	25%	33%	23%	25%	26%	24%
				b			ac				
C2	549	110	290	55	54	17	68	25	181	111	69
	16%	17%	17%	17%	18%	14%	19%	17%	16%	15%	19%
DE	621	112	331	63	49	14	75	23	219	110	109
	18%	18%	19%	19%	16%	12%	20%	16%	20%	15%	30%
							a		b		ab
ABC1	2308	405	1095	206	199	88	221	96	690	510	180
	66%	64%	63%	63%	65%	74%	60%	66%	63%	69%	49%
						b			c	ac	
C2DE	1169	222	621	118	103	31	142	48	399	221	178
	33%	35%	36%	36%	34%	26%	39%	33%	36%	30%	49%
							a		b		ab
REFUSED	25	4	15	2	2	1	2	1	11	3	9
	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	2%
											b

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

SUMMARY OF SEG

Base : All eligible respondents (switched or decided not to switch)

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
AB	1387	111	85	214	164	49	31	63	174	518	349	168	376	141	257	93
	40%	39%	33%	38%	42%	29%	23%	43%	49%	41%	42%	38%	41%	40%	41%	44%
		ef	f	ef	ef											
C1	922	54	83	143	104	39	30	38	88	333	205	128	244	89	160	44
	26%	19%	33%	26%	26%	23%	22%	26%	25%	26%	25%	29%	27%	25%	26%	21%
			aef		a											
C2	549	39	31	110	69	42	17	22	42	194	130	64	138	55	97	32
	16%	14%	12%	20%	18%	25%	13%	15%	12%	15%	16%	15%	15%	16%	16%	15%
				ab		abf										
DE	621	77	53	89	53	36	52	23	50	216	144	72	151	66	105	40
	18%	27%	21%	16%	14%	21%	39%	16%	14%	17%	17%	16%	17%	18%	17%	19%
		cd	d			d	abcde									
ABC1	2308	166	168	357	268	88	61	101	262	851	554	296	620	231	417	137
	66%	58%	66%	64%	69%	52%	46%	68%	74%	67%	67%	68%	68%	65%	67%	65%
		f	ef	ef	aef											
C2DE	1169	116	84	200	122	78	69	46	93	410	274	136	289	121	202	72
	33%	41%	33%	36%	31%	46%	52%	31%	26%	32%	33%	31%	32%	34%	33%	34%
		d				bcd	abcd									
REFUSED	25	4	2	4	1	3	3	1	2	7	2	5	5	3	1	1
	1%	2%	1%	1%	4%	2%	2%	1%	4%	1%	4%	1%	1%	1%	4%	1%
							d					b				

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

SUMMARY OF SEG

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
AB	1387	119	49	749	625	973	306	106	1387	-	-	-	1387	-
	40%	41%	34%	46%	34%	41%	35%	39%	100%	-%	-%	-%	60%	-%
				b		b			bcdef				bcdf	
C1	922	83	45	373	541	615	238	66	-	922	-	-	922	-
	26%	28%	31%	23%	30%	26%	27%	24%	-%	100%	-%	-%	40%	-%
					a					acdef			acdf	
C2	549	41	23	257	290	381	134	33	-	-	549	-	-	549
	16%	14%	16%	16%	16%	16%	15%	12%	-%	-%	100%	-%	-%	47%
											abdef			abde
DE	621	46	26	249	366	362	191	68	-	-	-	621	-	621
	18%	16%	18%	15%	20%	15%	22%	25%	-%	-%	-%	100%	-%	53%
					a		a	a				abcef		abce
ABC1	2308	203	94	1122	1166	1588	544	172	1387	922	-	-	2308	-
	66%	69%	65%	68%	64%	68%	63%	63%	100%	100%	-%	-%	100%	-%
				b		b			cdf	cdf			cdf	
C2DE	1169	87	49	505	656	742	325	101	-	-	549	621	-	1169
	33%	30%	34%	31%	36%	32%	37%	37%	-%	-%	100%	100%	-%	100%
					a		a				abe	abe		abe
REFUSED	25	4	1	11	11	22	1	-	-	-	-	-	-	-
	1%	1%	1%	1%	1%	1%	*%	-%	-%	-%	-%	-%	-%	-%
						b								

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

SUMMARY OF SEG

Base : All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
AB	1387	1188	117	57	**	1215	171	592	706
	40%	40%	42%	33%	**	39%	43%	37%	42%
									a
C1	922	777	70	53	**	844	78	384	482
	26%	26%	25%	31%	**	27%	20%	24%	29%
						b			a
C2	549	474	37	24	**	479	69	243	263
	16%	16%	13%	14%	**	15%	18%	15%	16%
DE	621	526	56	36	**	547	74	367	208
	18%	18%	20%	21%	**	18%	19%	23%	12%
								b	
ABC1	2308	1965	187	110	**	2059	249	977	1188
	66%	66%	67%	64%	**	66%	63%	61%	71%
									a
C2DE	1169	999	93	61	**	1026	143	610	471
	33%	33%	33%	36%	**	33%	36%	38%	28%
								b	
REFUSED	25	23	1	-	**	22	2	6	8
	1%	1%	*%	-%	**	1%	1%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	1252	-	911	-	-	-	-	-	911	567	344
Effective Weighted Sample	1244	-	903	-	-	-	-	-	903	567	344
Total	1538	-	1101	-	-	-	-	-	1101	734	367
EE	303	**	188	**	**	**	**	**	188	127	61
	20%	**	17%	**	**	**	**	**	17%	17%	17%
O2	231	**	155	**	**	**	**	**	155	101	54
	15%	**	14%	**	**	**	**	**	14%	14%	15%
Vodafone	203	**	135	**	**	**	**	**	135	87	48
	13%	**	12%	**	**	**	**	**	12%	12%	13%
'3' / Three Mobile	170	**	121	**	**	**	**	**	121	83	38
	11%	**	11%	**	**	**	**	**	11%	11%	10%
Giff Gaff	140	**	123	**	**	**	**	**	123	63	60
	9%	**	11%	**	**	**	**	**	11%	9%	16% ab
Sky	122	**	105	**	**	**	**	**	105	82	23
	8%	**	10%	**	**	**	**	**	10%	11% c	6%
BT	92	**	66	**	**	**	**	**	66	48	18
	6%	**	6%	**	**	**	**	**	6%	7%	5%
Tesco	81	**	49	**	**	**	**	**	49	31	18
	5%	**	4%	**	**	**	**	**	4%	4%	5%
Virgin	63	**	45	**	**	**	**	**	45	36	9
	4%	**	4%	**	**	**	**	**	4%	5%	2%
iD Mobile	29	**	23	**	**	**	**	**	23	16	7
	2%	**	2%	**	**	**	**	**	2%	2%	2%
TalkTalk	27	**	20	**	**	**	**	**	20	12	9
	2%	**	2%	**	**	**	**	**	2%	2%	2%
Smarty	23	**	23	**	**	**	**	**	23	14	9
	1%	**	2%	**	**	**	**	**	2%	2%	2%
Plusnet	13	**	13	**	**	**	**	**	13	13	-
	1%	**	1%	**	**	**	**	**	1%	2%	-%
									c	c	

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	1252	-	911	-	-	-	-	-	911	567	344
Effective Weighted Sample	1244	-	903	-	-	-	-	-	903	567	344
Total	1538	-	1101	-	-	-	-	-	1101	734	367
Talk Mobile	6	**	4	**	**	**	**	**	4	4	-
	*%	**	*%	**	**	**	**	**	*%	1%	-%
Voxi	6	**	5	**	**	**	**	**	5	4	1
	*%	**	*%	**	**	**	**	**	*%	1%	*%
Other supplier	30	**	26	**	**	**	**	**	26	14	12
	2%	**	2%	**	**	**	**	**	2%	2%	3%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	~a	~b	a	~b	c	a	b	~a	~b
Unweighted total	1252	243	207	461	302	159	125	-	-	341	-	341	229	112	-	-
Effective Weighted Sample	1244	241	206	457	302	159	125	-	-	341	-	341	229	112	-	-
Total	1538	286	254	561	391	169	133	-	-	438	-	438	294	144	-	-
EE	303	47	18	123	91	32	21	**	**	115	**	115	80	36	**	**
	20%	17%	7%	22%	23%	19%	16%	**	**	26%	**	26%	27%	25%	**	**
		b		b	b	b	b									
O2	231	33	26	96	67	29	19	**	**	76	**	76	51	24	**	**
	15%	12%	10%	17%	17%	17%	14%	**	**	17%	**	17%	17%	17%	**	**
				b	b											
Vodafone	203	33	30	72	45	27	15	**	**	68	**	68	51	17	**	**
	13%	12%	12%	13%	12%	16%	11%	**	**	16%	**	16%	17%	12%	**	**
'3' / Three Mobile	170	18	32	71	49	21	11	**	**	49	**	49	30	19	**	**
	11%	6%	13%	13%	13%	13%	8%	**	**	11%	**	11%	10%	13%	**	**
			a	a	a	a										
Giff Gaff	140	68	29	27	18	9	34	**	**	17	**	17	8	9	**	**
	9%	24%	11%	5%	5%	5%	26%	**	**	4%	**	4%	3%	6%	**	**
		bcde	cde				bcde									
Sky	122	23	26	57	38	19	3	**	**	17	**	17	10	6	**	**
	8%	8%	10%	10%	10%	11%	2%	**	**	4%	**	4%	3%	4%	**	**
		f	f	f	f	f										
BT	92	18	14	35	27	7	9	**	**	26	**	26	23	3	**	**
	6%	6%	5%	6%	7%	4%	6%	**	**	6%	**	6%	8%	2%	**	**
													b			
Tesco	81	14	4	32	22	10	9	**	**	32	**	32	22	10	**	**
	5%	5%	2%	6%	6%	6%	6%	**	**	7%	**	7%	7%	7%	**	**
				b	b	b	b									
Virgin	63	10	12	22	18	4	1	**	**	18	**	18	9	9	**	**
	4%	4%	5%	4%	5%	3%	1%	**	**	4%	**	4%	3%	6%	**	**
			f													
iD Mobile	29	2	11	9	5	4	1	**	**	6	**	6	3	4	**	**
	2%	1%	4%	2%	1%	3%	1%	**	**	1%	**	1%	1%	3%	**	**
			acd													

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	~a	~b	a	~b	c	a	b	~a	~b
Unweighted total	1252	243	207	461	302	159	125	-	-	341	-	341	229	112	-	-
Effective Weighted Sample	1244	241	206	457	302	159	125	-	-	341	-	341	229	112	-	-
Total	1538	286	254	561	391	169	133	-	-	438	-	438	294	144	-	-
TalkTalk	27 2%	5 2%	3 1%	12 2%	5 1%	6 4%	- -%	**	**	6 1%	**	6 1%	5 2%	1 1%	**	**
Smarty	23 1%	1 *%	20 8%	1 *%	- -%	1 1%	- -%	**	**	- -%	**	- -%	- -%	- -%	**	**
Plusnet	13 1%	- -%	12 5%	1 *%	1 *%	- -%	- -%	**	**	- -%	**	- -%	- -%	- -%	**	**
Talk Mobile	6 *%	- -%	4 2%	- -%	- -%	- -%	- -%	**	**	3 1%	**	3 1%	- -%	3 2%	**	**
Voxi	6 *%	1 *%	4 1%	- -%	- -%	- -%	- -%	**	**	1 *%	**	1 *%	- -%	1 1%	**	**
Other supplier	30 2%	12 4%	10 4%	4 1%	4 1%	- -%	11 8%	**	**	4 1%	**	4 1%	3 1%	1 1%	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	b	a	b	a	b	~c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	1252	229	112	577	659	925	233	90	463	331	201	243	794	444
Effective Weighted Sample	1244	229	112	573	655	918	232	90	461	329	200	241	790	440
Total	1538	294	144	709	811	1130	290	113	578	409	245	291	987	535
EE	303	80	36	154	148	234	51	**	124	74	45	57	198	102
	20%	27%	25%	22%	18%	21%	18%	**	21%	18%	18%	20%	20%	19%
O2	231	51	24	92	138	177	39	**	93	46	41	49	139	89
	15%	17%	17%	13%	17%	16%	14%	**	16%	11%	17%	17%	14%	17%
									b					b
Vodafone	203	51	17	86	116	157	28	**	75	53	37	36	129	73
	13%	17%	12%	12%	14%	14%	10%	**	13%	13%	15%	12%	13%	14%
'3' / Three Mobile	170	30	19	79	89	119	44	**	55	64	20	27	119	47
	11%	10%	13%	11%	11%	11%	15%	**	10%	16%	8%	9%	12%	9%
										acdf				
Giff Gaff	140	8	9	67	70	111	24	**	40	39	25	33	79	58
	9%	3%	6%	9%	9%	10%	8%	**	7%	10%	10%	11%	8%	11%
												a		a
Sky	122	10	6	63	58	84	28	**	53	28	22	17	81	39
	8%	3%	4%	9%	7%	7%	10%	**	9%	7%	9%	6%	8%	7%
BT	92	23	3	39	50	64	16	**	44	26	13	9	70	22
	6%	8%	2%	5%	6%	6%	6%	**	8%	6%	5%	3%	7%	4%
		b							df				df	
Tesco	81	22	10	35	45	54	16	**	27	16	16	22	44	38
	5%	7%	7%	5%	6%	5%	6%	**	5%	4%	6%	8%	4%	7%
														e
Virgin	63	9	9	30	32	49	9	**	24	20	5	14	44	19
	4%	3%	6%	4%	4%	4%	3%	**	4%	5%	2%	5%	4%	3%
iD Mobile	29	3	4	15	14	17	9	**	12	6	6	4	18	10
	2%	1%	3%	2%	2%	1%	3%	**	2%	2%	2%	2%	2%	2%
TalkTalk	27	5	1	14	11	24	1	**	17	7	1	1	24	3
	2%	2%	1%	2%	1%	2%	*%	**	3%	2%	1%	*%	2%	*%
									df				f	
Smarty	23	-	-	7	15	7	13	**	4	11	4	5	14	8
	1%	-%	-%	1%	2%	1%	5%	**	1%	3%	1%	2%	1%	2%
							a			a				

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	~c	a	b	c	d	e	f
Unweighted total	1252	229	112	577	659	925	233	90	463	331	201	243	794	444
Effective Weighted Sample	1244	229	112	573	655	918	232	90	461	329	200	241	790	440
Total	1538	294	144	709	811	1130	290	113	578	409	245	291	987	535
Plusnet	13	-	-	10	3	3	6	**	1	3	4	5	4	9
	1%	-%	-%	1%	*%	*%	2%	**	*%	1%	2%	2%	*%	2%
				b			a				a	ae		ae
Talk Mobile	6	-	3	3	4	4	-	**	3	3	-	1	5	1
	*%	-%	2%	*%	*%	*%	-%	**	*%	1%	-%	*%	1%	*%
			a											
Voxi	6	-	1	2	4	6	-	**	-	5	1	-	5	1
	*%	-%	1%	*%	*%	1%	-%	**	-%	1%	1%	-%	1%	*%
										a				
Other supplier	30	3	1	14	15	22	4	**	6	7	6	10	14	16
	2%	1%	1%	2%	2%	2%	2%	**	1%	2%	2%	4%	1%	3%
												ae		ae

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	b	a	b
Unweighted total	1252	1080	88	61	23	1126	126	612	538
Effective Weighted Sample	1244	1073	87	61	23	1118	125	608	534
Total	1538	1326	108	75	29	1383	155	753	661
EE	303	260	**	**	**	269	34	155	123
	20%	20%	**	**	**	19%	22%	21%	19%
O2	231	202	**	**	**	210	21	121	97
	15%	15%	**	**	**	15%	14%	16%	15%
Vodafone	203	173	**	**	**	177	26	101	86
	13%	13%	**	**	**	13%	17%	13%	13%
'3' / Three Mobile	170	153	**	**	**	162	8	62	90
	11%	12%	**	**	**	12%	5%	8%	14%
						b			a
Giff Gaff	140	125	**	**	**	133	7	82	45
	9%	9%	**	**	**	10%	5%	11%	7%
								b	
Sky	122	103	**	**	**	105	17	51	53
	8%	8%	**	**	**	8%	11%	7%	8%
BT	92	81	**	**	**	77	15	50	36
	6%	6%	**	**	**	6%	10%	7%	5%
Tesco	81	58	**	**	**	74	8	39	35
	5%	4%	**	**	**	5%	5%	5%	5%
Virgin	63	55	**	**	**	62	1	29	33
	4%	4%	**	**	**	4%	1%	4%	5%
						b			
iD Mobile	29	28	**	**	**	24	5	9	18
	2%	2%	**	**	**	2%	3%	1%	3%
TalkTalk	27	19	**	**	**	27	-	20	4
	2%	1%	**	**	**	2%	-%	3%	1%
								b	
Smarty	23	21	**	**	**	21	1	6	17
	1%	2%	**	**	**	2%	1%	1%	2%
									a

Columns Tested: a,b,c,d - a,b - a,b

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

S5A. Which provider is your MAIN one for Mobile?

Base : Those interviewed about their mobile phone service

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	b	a	b
Unweighted total	1252	1080	88	61	23	1126	126	612	538
Effective Weighted Sample	1244	1073	87	61	23	1118	125	608	534
Total	1538	1326	108	75	29	1383	155	753	661
Plusnet	13	12	**	**	**	9	4	8	5
	1%	1%	**	**	**	1%	3%	1%	1%
							a		
Talk Mobile	6	5	**	**	**	4	3	3	1
	*%	*%	**	**	**	*%	2%	*%	*%
							a		
Voxi	6	6	**	**	**	4	3	3	4
	*%	*%	**	**	**	*%	2%	*%	1%
							a		
Other supplier	30	24	**	**	**	27	3	15	15
	2%	2%	**	**	**	2%	2%	2%	2%

Columns Tested: a,b,c,d - a,b - a,b

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

S11. And when you switched your Mobile Phone service, did you...?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	911	-	911	-	-	-	-	-	911	567	344
Effective Weighted Sample	903	-	903	-	-	-	-	-	903	567	344
Total	1101	-	1101	-	-	-	-	-	1101	734	367
Keep the same phone number	734	**	734	**	**	**	**	**	734	734	-
	67%	**	67%	**	**	**	**	**	67%	100%	-%
									c	ac	
Change phone number	367	**	367	**	**	**	**	**	367	-	367
	33%	**	33%	**	**	**	**	**	33%	-%	100%
									b		ab

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S11. And when you switched your Mobile Phone service, did you...?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	911	243	207	461	302	159	125	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	903	241	206	457	302	159	125	-	-	-	-	-	-	-	-	-
Total	1101	286	254	561	391	169	133	-	-	-	-	-	-	-	-	-
Keep the same phone number	734	153	190	391	391	-	-	**	**	**	**	**	**	**	**	**
	67%	53%	75%	70%	100%	-%	-%	**	**	**	**	**	**	**	**	**
		ef	aef	aef	abcef											
Change phone number	367	133	64	169	-	169	133	**	**	**	**	**	**	**	**	**
	33%	47%	25%	30%	-%	100%	100%	**	**	**	**	**	**	**	**	**
		bcd	d	d		abcd	abcd									

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S11. And when you switched your Mobile Phone service, did you...?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Unweighted total	911	-	-	416	481	691	163	56	332	231	151	187	563	338
Effective Weighted Sample	903	-	-	413	477	685	162	56	330	229	150	185	559	335
Total	1101	-	-	503	583	830	200	70	410	281	181	219	690	399
Keep the same phone number	734	**	**	334	395	528	149	**	316	194	111	110	510	221
	67%	**	**	66%	68%	64%	74%	**	77%	69%	62%	50%	74%	55%
							a		bcd	d	d		cdf	
Change phone number	367	**	**	168	188	302	51	**	94	86	69	109	180	178
	33%	**	**	34%	32%	36%	26%	**	23%	31%	38%	50%	26%	45%
						b				a	ae	abce		abe

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S11. And when you switched your Mobile Phone service, did you...?

Base : Those interviewed about switching their mobile phone service in the last six months

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	911	786	69	40	16	826	85	455	380
Effective Weighted Sample	903	779	68	40	16	819	84	451	377
Total	1101	949	84	48	20	998	103	551	459
Keep the same phone number	734	629	**	**	**	666	**	376	303
	67%	66%	**	**	**	67%	**	68%	66%
Change phone number	367	320	**	**	**	333	**	176	156
	33%	34%	**	**	**	33%	**	32%	34%

Columns Tested: a,b,c,d - a,b - a,b

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

S11A. Thinking about the last time you switched, did you request a code from your previous provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	~b	c
Significance Level: 95%											
Unweighted total	344	-	344	-	-	-	-	-	344	-	344
Effective Weighted Sample	344	-	344	-	-	-	-	-	344	-	344
Total	367	-	367	-	-	-	-	-	367	-	367
Yes	76	**	76	**	**	**	**	**	76	**	76
	21%	**	21%	**	**	**	**	**	21%	**	21%
No	240	**	240	**	**	**	**	**	240	**	240
	65%	**	65%	**	**	**	**	**	65%	**	65%
Don't know	51	**	51	**	**	**	**	**	51	**	51
	14%	**	14%	**	**	**	**	**	14%	**	14%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S11A. Thinking about the last time you switched, did you request a code from your previous provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	a	~b	c	~d	e	f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	344	125	60	159	-	159	125	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	344	125	60	159	-	159	125	-	-	-	-	-	-	-	-	-
Total	367	133	64	169	-	169	133	-	-	-	-	-	-	-	-	-
Yes	76	29	**	39	**	39	29	**	**	**	**	**	**	**	**	**
	21%	22%	**	23%	**	23%	22%	**	**	**	**	**	**	**	**	**
No	240	86	**	107	**	107	86	**	**	**	**	**	**	**	**	**
	65%	65%	**	63%	**	63%	65%	**	**	**	**	**	**	**	**	**
Don't know	51	18	**	23	**	23	18	**	**	**	**	**	**	**	**	**
	14%	14%	**	14%	**	14%	14%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S11A. Thinking about the last time you switched, did you request a code from your previous provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	~b	~c	~a	~b	~c	d	e	f
Significance Level: 95%														
Unweighted total	344	-	-	158	176	283	48	12	88	81	65	102	169	167
Effective Weighted Sample	344	-	-	158	176	283	48	12	88	81	65	102	169	167
Total	367	-	-	168	188	302	51	13	94	86	69	109	180	178
Yes	76	**	**	37	36	66	**	**	**	**	**	14	47	29
	21%	**	**	22%	19%	22%	**	**	**	**	**	13%	26%	16%
												df		
No	240	**	**	116	119	192	**	**	**	**	**	82	106	129
	65%	**	**	69%	64%	64%	**	**	**	**	**	75%	59%	72%
												e		e
Don't know	51	**	**	15	32	44	**	**	**	**	**	13	28	20
	14%	**	**	9%	17%	14%	**	**	**	**	**	12%	15%	11%
					a									

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S11A. Thinking about the last time you switched, did you request a code from your previous provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	344	300	24	18	2	312	32	165	146
Effective Weighted Sample	344	300	24	18	2	312	32	165	146
Total	367	320	26	19	2	333	34	176	156
Yes	76	65	**	**	**	71	**	48	23
	21%	20%	**	**	**	21%	**	27%	15%
								b	
No	240	207	**	**	**	216	**	107	116
	65%	65%	**	**	**	65%	**	61%	75%
								a	
Don't know	51	48	**	**	**	45	**	21	16
	14%	15%	**	**	**	13%	**	12%	10%

Columns Tested: a,b,c,d - a,b - a,b

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

S11B. There are two different codes you could have requested from your previous mobile service provider, which of the following did you request? [DESCRIPTION OF PAC CODE PROVIDED] [DESCRIPTION OF STAC CODE PROVIDED]

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a code from their previous provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	71	-	71	-	-	-	-	-	71	-	71
Effective Weighted Sample	71	-	71	-	-	-	-	-	71	-	71
Total	76	-	76	-	-	-	-	-	76	-	76
I requested a Port Authorisation Code (PAC) only	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
TOTAL REQUESTED PAC	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
TOTAL REQUESTED STAC	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S11B. There are two different codes you could have requested from your previous mobile service provider, which of the following did you request? [DESCRIPTION OF PAC CODE PROVIDED] [DESCRIPTION OF STAC CODE PROVIDED]

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a code from their previous provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	71	27	7	37	-	37	27	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	71	27	7	37	-	37	27	-	-	-	-	-	-	-	-	-
Total	76	29	7	39	-	39	29	-	-	-	-	-	-	-	-	-
I requested a Port Authorisation Code (PAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL REQUESTED PAC	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL REQUESTED STAC	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S11B. There are two different codes you could have requested from your previous mobile service provider, which of the following did you request? [DESCRIPTION OF PAC CODE PROVIDED] [DESCRIPTION OF STAC CODE PROVIDED]

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a code from their previous provider

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Significance Level: 95%														
Unweighted total	71	-	-	35	34	62	8	1	34	10	14	13	44	27
Effective Weighted Sample	71	-	-	35	34	62	8	1	34	10	14	13	44	27
Total	76	-	-	37	36	66	9	1	36	11	15	14	47	29
I requested a Port Authorisation Code (PAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL REQUESTED PAC	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL REQUESTED STAC	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S11B. There are two different codes you could have requested from your previous mobile service provider, which of the following did you request? [DESCRIPTION OF PAC CODE PROVIDED] [DESCRIPTION OF STAC CODE PROVIDED]

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a code from their previous provider

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN ~a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%									
Unweighted total	71	61	5	3	2	67	4	45	22
Effective Weighted Sample	71	61	5	3	2	67	4	45	22
Total	76	65	5	3	2	71	4	48	23
I requested a Port Authorisation Code (PAC) only	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
TOTAL REQUESTED PAC	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
TOTAL REQUESTED STAC	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

S11C. You said you requested a Service Termination Code (STAC), did you give this code to your new provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC code from their previous provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	28	-	28	-	-	-	-	-	28	-	28
Effective Weighted Sample	28	-	28	-	-	-	-	-	28	-	28
Total	30	-	30	-	-	-	-	-	30	-	30
Yes	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S11C. You said you requested a Service Termination Code (STAC), did you give this code to your new provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC code from their previous provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	28	13	3	12	-	12	13	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	28	13	3	12	-	12	13	-	-	-	-	-	-	-	-	-
Total	30	14	3	13	-	13	14	-	-	-	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S11C. You said you requested a Service Termination Code (STAC), did you give this code to your new provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC code from their previous provider

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	28	-	-	14	13	26	1	1	15	3	4	6	18	10
Effective Weighted Sample	28	-	-	14	13	26	1	1	15	3	4	6	18	10
Total	30	-	-	15	14	28	1	1	16	3	4	6	19	11
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S11C. You said you requested a Service Termination Code (STAC), did you give this code to your new provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC code from their previous provider

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	28	25	2	1	-	26	2	20	8
Effective Weighted Sample	28	25	2	1	-	26	2	20	8
Total	30	27	2	1	-	28	2	21	9
Yes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

S13A. So thinking just about the last six months, which of these applies to you in terms of your Mobile Phone service provider?

Base : Those interviewed about deciding not to switch their mobile phone service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	341	-	-	-	-	-	-	-	-	-	-
Total	438	-	-	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	438	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S13A. So thinking just about the last six months, which of these applies to you in terms of your Mobile Phone service provider?

Base : Those interviewed about deciding not to switch their mobile phone service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	~b	c	a	b	~a	~b
Unweighted total	341	-	-	-	-	-	-	-	-	341	-	341	229	112	-	-
Effective Weighted Sample	341	-	-	-	-	-	-	-	-	341	-	341	229	112	-	-
Total	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-
Actively started looking at changing provider but decided not to	438	**	**	**	**	**	**	**	**	438	**	438	294	144	**	**
	100%	**	**	**	**	**	**	**	**	100%	**	100%	100%	100%	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S13A. So thinking just about the last six months, which of these applies to you in terms of your Mobile Phone service provider?

Base : Those interviewed about deciding not to switch their mobile phone service in the last six months

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	~b	~c	a	b	~c	~d	e	f
Unweighted total	341	229	112	161	178	234	70	34	131	100	50	56	231	106
Effective Weighted Sample	341	229	112	161	178	234	70	34	131	100	50	56	231	106
Total	438	294	144	207	228	300	90	44	168	128	64	72	296	136
Actively started looking at changing provider but decided not to	438	294	144	207	228	300	**	**	168	128	**	**	296	136
	100%	100%	100%	100%	100%	100%	**	**	100%	100%	**	**	100%	100%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S13A. So thinking just about the last six months, which of these applies to you in terms of your Mobile Phone service provider?

Base : Those interviewed about deciding not to switch their mobile phone service in the last six months

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	341	294	19	21	7	300	41	157	158
Effective Weighted Sample	341	294	19	21	7	300	41	157	158
Total	438	377	24	27	9	385	53	201	203
Actively started looking at changing provider but decided not to	438	377	**	**	**	385	**	201	203
	100%	100%	**	**	**	100%	**	100%	100%

Columns Tested: a,b,c,d - a,b - a,b

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

S5B/C/D. Which provider is your MAIN one for (DUAL PLAY/ TRIPLE PLAY SERVICES)?

Base : Those interviewed about their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1365	684	684	416	268	205	479	-	-	-	-
Effective Weighted Sample	1324	666	666	410	268	205	471	-	-	-	-
Total	1083	485	485	326	159	120	365	-	-	-	-
BT	237	86	86	47	39	35	51	**	**	**	**
	22%	18%	18%	14%	24%	29%	14%	**	**	**	**
					a	b					
Sky	223	94	94	63	31	49	45	**	**	**	**
	21%	19%	19%	19%	19%	41%	12%	**	**	**	**
						b					
Virgin	164	55	55	-	55	23	33	**	**	**	**
	15%	11%	11%	-%	35%	19%	9%	**	**	**	**
					a	b					
TalkTalk	124	50	50	37	13	8	42	**	**	**	**
	11%	10%	10%	11%	8%	7%	11%	**	**	**	**
Plusnet	91	54	54	51	4	2	53	**	**	**	**
	8%	11%	11%	16%	2%	1%	14%	**	**	**	**
				b			a				
Vodafone	70	53	53	45	8	1	52	**	**	**	**
	6%	11%	11%	14%	5%	1%	14%	**	**	**	**
				b			a				
EE	49	19	19	17	2	1	18	**	**	**	**
	5%	4%	4%	5%	2%	1%	5%	**	**	**	**
				b			a				
NOW Broadband	34	19	19	18	1	-	19	**	**	**	**
	3%	4%	4%	6%	1%	-%	5%	**	**	**	**
				b			a				
Post Office	27	15	15	15	-	-	15	**	**	**	**
	2%	3%	3%	5%	-%	-%	4%	**	**	**	**
				b			a				
Shell Energy	15	12	12	12	-	-	12	**	**	**	**
	1%	3%	3%	4%	-%	-%	3%	**	**	**	**
				b			a				

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S5B/C/D. Which provider is your MAIN one for (DUAL PLAY/ TRIPLE PLAY SERVICES)?

Base : Those interviewed about their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1365	684	684	416	268	205	479	-	-	-	-
Effective Weighted Sample	1324	666	666	410	268	205	471	-	-	-	-
Total	1083	485	485	326	159	120	365	-	-	-	-
SSE	13	7	7	5	2	-	7	**	**	**	**
	1%	1%	1%	2%	1%	-%	2%	**	**	**	**
Origin	9	2	2	2	-	-	2	**	**	**	**
	1%	1%	1%	1%	-%	-%	1%	**	**	**	**
John Lewis	9	6	6	6	-	-	6	**	**	**	**
	1%	1%	1%	2%	-%	-%	2%	**	**	**	**
				b							
Utility Warehouse	7	3	3	1	2	-	3	**	**	**	**
	1%	1%	1%	*%	2%	-%	1%	**	**	**	**
Fuel Broadband	2	1	1	-	1	1	-	**	**	**	**
	*%	*%	*%	-%	*%	*%	-%	**	**	**	**
KCOM	1	-	-	-	-	-	-	**	**	**	**
	*%	-%	-%	-%	-%	-%	-%	**	**	**	**
Giff Gaff	1	1	1	1	-	1	-	**	**	**	**
	*%	*%	*%	*%	-%	*%	-%	**	**	**	**
Other supplier	6	6	6	5	1	-	6	**	**	**	**
	1%	1%	1%	2%	1%	-%	2%	**	**	**	**
Don't know	1	1	1	1	1	-	1	**	**	**	**
	*%	*%	*%	*%	*%	-%	*%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S5B/C/D. Which provider is your MAIN one for (DUAL PLAY/ TRIPLE PLAY SERVICES)?

Base : Those interviewed about their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	a	b	a	b
Unweighted total	1365	-	-	-	-	-	-	-	-	681	681	-	499	182	499	182
Effective Weighted Sample	1324	-	-	-	-	-	-	-	-	671	671	-	492	180	492	180
Total	1083	-	-	-	-	-	-	-	-	598	598	-	434	164	434	164
BT	237	**	**	**	**	**	**	**	**	151	151	**	111	40	111	40
	22%	**	**	**	**	**	**	**	**	25%	25%	**	26%	25%	26%	25%
Sky	223	**	**	**	**	**	**	**	**	129	129	**	103	26	103	26
	21%	**	**	**	**	**	**	**	**	22%	22%	**	24% b	16%	24% b	16%
Virgin	164	**	**	**	**	**	**	**	**	109	109	**	86	23	86	23
	15%	**	**	**	**	**	**	**	**	18%	18%	**	20%	14%	20%	14%
TalkTalk	124	**	**	**	**	**	**	**	**	75	75	**	50	25	50	25
	11%	**	**	**	**	**	**	**	**	12%	12%	**	12%	15%	12%	15%
Plusnet	91	**	**	**	**	**	**	**	**	37	37	**	23	14	23	14
	8%	**	**	**	**	**	**	**	**	6%	6%	**	5%	8%	5%	8%
Vodafone	70	**	**	**	**	**	**	**	**	17	17	**	13	4	13	4
	6%	**	**	**	**	**	**	**	**	3%	3%	**	3%	2%	3%	2%
EE	49	**	**	**	**	**	**	**	**	30	30	**	21	9	21	9
	5%	**	**	**	**	**	**	**	**	5%	5%	**	5%	5%	5%	5%
NOW Broadband	34	**	**	**	**	**	**	**	**	15	15	**	9	6	9	6
	3%	**	**	**	**	**	**	**	**	2%	2%	**	2%	4%	2%	4%
Post Office	27	**	**	**	**	**	**	**	**	12	12	**	6	6	6	6
	2%	**	**	**	**	**	**	**	**	2%	2%	**	1%	4%	1%	4%
Shell Energy	15	**	**	**	**	**	**	**	**	3	3	**	3	-	3	-
	1%	**	**	**	**	**	**	**	**	3%	3%	**	1%	0%	1%	0%
SSE	13	**	**	**	**	**	**	**	**	6	6	**	4	2	4	2
	1%	**	**	**	**	**	**	**	**	1%	1%	**	1%	1%	1%	1%
Origin	9	**	**	**	**	**	**	**	**	7	7	**	5	2	5	2
	1%	**	**	**	**	**	**	**	**	1%	1%	**	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S5B/C/D. Which provider is your MAIN one for (DUAL PLAY/ TRIPLE PLAY SERVICES)?

Base : Those interviewed about their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	a	b	a	b
Unweighted total	1365	-	-	-	-	-	-	-	-	681	681	-	499	182	499	182
Effective Weighted Sample	1324	-	-	-	-	-	-	-	-	671	671	-	492	180	492	180
Total	1083	-	-	-	-	-	-	-	-	598	598	-	434	164	434	164
John Lewis	9	**	**	**	**	**	**	**	**	3	3	**	1	2	1	2
	1%	**	**	**	**	**	**	**	**	%	%	**	%	1%	%	1%
Utility Warehouse	7	**	**	**	**	**	**	**	**	4	4	**	-	4	-	4
	1%	**	**	**	**	**	**	**	**	1%	1%	**	-%	2% a	-%	2% a
Fuel Broadband	2	**	**	**	**	**	**	**	**	1	1	**	-	1	-	1
	%	**	**	**	**	**	**	**	**	%	%	**	-%	1%	-%	1%
KCOM	1	**	**	**	**	**	**	**	**	1	1	**	-	1	-	1
	%	**	**	**	**	**	**	**	**	%	%	**	-%	1%	-%	1%
Giff Gaff	1	**	**	**	**	**	**	**	**	-	-	**	-	-	-	-
	%	**	**	**	**	**	**	**	**	-%	-%	**	-%	-%	-%	-%
Other supplier	6	**	**	**	**	**	**	**	**	-	-	**	-	-	-	-
	1%	**	**	**	**	**	**	**	**	-%	-%	**	-%	-%	-%	-%
Don't know	1	**	**	**	**	**	**	**	**	-	-	**	-	-	-	-
	%	**	**	**	**	**	**	**	**	-%	-%	**	-%	-%	-%	-%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S5B/C/D. Which provider is your MAIN one for (DUAL PLAY/ TRIPLE PLAY SERVICES)?

Base : Those interviewed about their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	1365	-	-	617	746	682	533	149	508	382	227	244	890	471
Effective Weighted Sample	1324	-	-	599	723	660	518	145	492	371	220	237	863	457
Total	1083	-	-	489	592	530	428	123	398	304	179	199	702	378
BT	237	**	**	111	126	110	97	30	117	58	34	27	176	62
	22%	**	**	23%	21%	21%	23%	25%	29%	19%	19%	14%	25%	16%
									bcd	f			bdf	
Sky	223	**	**	103	119	131	73	19	85	71	37	31	155	67
	21%	**	**	21%	20%	25%	17%	15%	21%	23%	21%	15%	22%	18%
						bc				df			d	
Virgin	164	**	**	63	102	86	65	13	62	42	27	32	104	60
	15%	**	**	13%	17%	16%	15%	11%	16%	14%	15%	16%	15%	16%
					a									
TalkTalk	124	**	**	60	64	62	49	13	32	37	18	37	69	55
	11%	**	**	12%	11%	12%	11%	11%	8%	12%	10%	19%	10%	14%
										a		abce		ae
Plusnet	91	**	**	43	48	33	34	25	36	28	8	17	65	26
	8%	**	**	9%	8%	6%	8%	20%	9%	9%	5%	9%	9%	7%
								ab	c	c			c	
Vodafone	70	**	**	39	31	38	27	4	21	21	18	9	42	27
	6%	**	**	8%	5%	7%	6%	3%	5%	7%	10%	5%	6%	7%
				b							ade			
EE	49	**	**	16	32	29	17	4	11	14	11	13	26	24
	5%	**	**	3%	5%	5%	4%	3%	3%	5%	6%	6%	4%	6%
											a	a		ae
NOW Broadband	34	**	**	16	18	13	16	5	9	10	12	4	19	15
	3%	**	**	3%	3%	3%	4%	4%	2%	3%	7%	2%	3%	4%
											ade			
Post Office	27	**	**	12	15	8	14	5	9	4	4	10	13	14
	2%	**	**	2%	3%	1%	3%	4%	2%	1%	2%	5%	2%	4%
							a	a				abe		be
Shell Energy	15	**	**	10	5	4	11	-	2	7	2	4	10	6
	1%	**	**	2%	1%	1%	3%	-%	1%	2%	1%	2%	1%	2%
							ac			a				

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S5B/C/D. Which provider is your MAIN one for (DUAL PLAY/ TRIPLE PLAY SERVICES)?

Base : Those interviewed about their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	1365	-	-	617	746	682	533	149	508	382	227	244	890	471
Effective Weighted Sample	1324	-	-	599	723	660	518	145	492	371	220	237	863	457
Total	1083	-	-	489	592	530	428	123	398	304	179	199	702	378
SSE	13	**	**	5	7	2	7	3	1	4	3	6	4	8
	1%	**	**	1%	1%	*%	2%	3%	*%	1%	1%	3%	1%	2%
							a	a			a	ae		ae
Origin	9	**	**	1	8	1	8	1	6	-	1	3	6	4
	1%	**	**	*%	1%	*%	2%	1%	1%	-%	1%	1%	1%	1%
					a		a		b			b		
John Lewis	9	**	**	3	6	4	3	1	3	3	2	1	6	2
	1%	**	**	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%
Utility Warehouse	7	**	**	4	3	4	3	-	2	2	2	2	4	4
	1%	**	**	1%	1%	1%	1%	-%	*%	1%	1%	1%	1%	1%
Fuel Broadband	2	**	**	1	1	2	-	-	2	-	-	-	2	-
	*%	**	**	*%	*%	*%	-%	-%	*%	-%	-%	-%	*%	-%
KCOM	1	**	**	-	1	1	-	-	-	1	-	-	1	-
	*%	**	**	-%	*%	*%	-%	-%	-%	*%	-%	-%	*%	-%
Giff Gaff	1	**	**	1	-	1	-	-	-	-	-	1	-	1
	*%	**	**	*%	-%	*%	-%	-%	-%	-%	-%	*%	-%	*%
Other supplier	6	**	**	2	4	1	4	1	2	1	1	2	2	4
	1%	**	**	*%	1%	*%	1%	1%	*%	*%	1%	1%	*%	1%
Don't know	1	**	**	-	1	1	1	-	-	-	1	1	-	1
	*%	**	**	-%	*%	*%	*%	-%	-%	-%	*%	*%	-%	*%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S5B/C/D. Which provider is your MAIN one for (DUAL PLAY/ TRIPLE PLAY SERVICES)?

Base : Those interviewed about their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1365	1156	121	62	26	1182	183	535	764
Effective Weighted Sample	1324	1121	118	60	25	1146	178	518	742
Total	1083	914	100	50	20	931	153	422	609
BT	237	183	31	**	**	192	45	95	131
	22%	20%	31%	**	**	21%	30%	22%	21%
			a				a		
Sky	223	194	19	**	**	190	33	91	125
	21%	21%	19%	**	**	20%	22%	21%	21%
Virgin	164	146	10	**	**	157	7	65	91
	15%	16%	10%	**	**	17%	5%	15%	15%
						b			
TalkTalk	124	105	13	**	**	117	8	51	65
	11%	12%	13%	**	**	13%	5%	12%	11%
						b			
Plusnet	91	81	7	**	**	78	13	32	59
	8%	9%	7%	**	**	8%	8%	7%	10%
Vodafone	70	60	3	**	**	60	9	19	46
	6%	7%	3%	**	**	6%	6%	5%	8%
									a
EE	49	43	3	**	**	40	9	18	25
	5%	5%	3%	**	**	4%	6%	4%	4%
NOW Broadband	34	32	-	**	**	27	7	16	17
	3%	3%	-%	**	**	3%	5%	4%	3%
		b							
Post Office	27	23	2	**	**	20	6	12	14
	2%	3%	2%	**	**	2%	4%	3%	2%
Shell Energy	15	14	-	**	**	15	-	5	10
	1%	1%	-%	**	**	2%	-%	1%	2%
SSE	13	9	4	**	**	10	2	7	2
	1%	1%	4%	**	**	1%	2%	2%	*%
			a					b	

Columns Tested: a,b,c,d - a,b - a,b

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

S5B/C/D. Which provider is your MAIN one for (DUAL PLAY/ TRIPLE PLAY SERVICES)?

Base : Those interviewed about their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1365	1156	121	62	26	1182	183	535	764
Effective Weighted Sample	1324	1121	118	60	25	1146	178	518	742
Total	1083	914	100	50	20	931	153	422	609
Origin	9	2	6	**	**	3	7	3	6
	1%	*%	6%	**	**	*%	4%	1%	1%
			a				a		
John Lewis	9	8	1	**	**	5	4	1	8
	1%	1%	1%	**	**	1%	2%	*%	1%
							a		a
Utility Warehouse	7	7	-	**	**	6	1	4	4
	1%	1%	-%	**	**	1%	1%	1%	1%
Fuel Broadband	2	2	-	**	**	2	-	2	-
	*%	*%	-%	**	**	*%	-%	*%	-%
KCOM	1	1	-	**	**	1	-	-	1
	*%	*%	-%	**	**	*%	-%	-%	*%
Giff Gaff	1	1	-	**	**	1	-	-	1
	*%	*%	-%	**	**	*%	-%	-%	*%
Other supplier	6	5	2	**	**	5	2	4	2
	1%	*%	2%	**	**	*%	1%	1%	*%
Don't know	1	1	-	**	**	1	-	1	1
	*%	*%	-%	**	**	*%	-%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b

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

S13C. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental and Fixed broadband?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	343	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	343	-	-	-	-	-	-	-	-	-	-
Total	338	-	-	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	338	**	**	**	**	**	**	**	**	**	**
100%		**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S13C. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental and Fixed broadband?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	a	b	a	b
Unweighted total	343	-	-	-	-	-	-	-	-	343	343	-	231	112	231	112
Effective Weighted Sample	343	-	-	-	-	-	-	-	-	343	343	-	231	112	231	112
Total	338	-	-	-	-	-	-	-	-	338	338	-	227	110	227	110
Actively started looking at changing provider but decided not to	338	**	**	**	**	**	**	**	**	338	338	**	227	110	227	110
	100%	**	**	**	**	**	**	**	**	100%	100%	**	100%	100%	100%	100%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S13C. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental and Fixed broadband?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	~b	~c	~d	e	f
Unweighted total	343	-	-	153	189	148	141	54	126	88	53	76	214	129
Effective Weighted Sample	343	-	-	153	189	148	141	54	126	88	53	76	214	129
Total	338	-	-	151	186	146	139	53	124	87	52	75	211	127
Actively started looking at changing provider but decided not to	338	**	**	151	186	146	139	**	124	**	**	**	211	127
	100%	**	**	100%	100%	100%	100%	**	100%	**	**	**	100%	100%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S13C. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental and Fixed broadband?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	b
Significance Level: 95%									
Unweighted total	343	277	40	18	8	279	64	136	190
Effective Weighted Sample	343	277	40	18	8	279	64	136	190
Total	338	273	39	18	8	275	63	134	187
Actively started looking at changing provider but decided not to	338	273	**	**	**	275	**	134	187
	100%	100%	**	**	**	100%	**	100%	100%

Columns Tested: a,b,c,d - a,b - a,b

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

S13D. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental, Fixed broadband and Pay TV Service (via satellite, cable or broadband)?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	338	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	338	-	-	-	-	-	-	-	-	-	-
Total	261	-	-	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	261	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S13D. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental, Fixed broadband and Pay TV Service (via satellite, cable or broadband)?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	a	~b	a	~b
Unweighted total	338	-	-	-	-	-	-	-	-	338	338	-	268	70	268	70
Effective Weighted Sample	338	-	-	-	-	-	-	-	-	338	338	-	268	70	268	70
Total	261	-	-	-	-	-	-	-	-	261	261	-	207	54	207	54
Actively started looking at changing provider but decided not to	261	**	**	**	**	**	**	**	**	261	261	**	207	**	207	**
	100%	**	**	**	**	**	**	**	**	100%	100%	**	100%	**	100%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S13D. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental, Fixed broadband and Pay TV Service (via satellite, cable or broadband)?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	~b	~c	~d	e	f
Unweighted total	338	-	-	167	170	182	137	19	148	89	55	46	237	101
Effective Weighted Sample	338	-	-	167	170	182	137	19	148	89	55	46	237	101
Total	261	-	-	129	131	140	106	15	114	69	42	35	183	78
Actively started looking at changing provider but decided not to	261	**	**	129	131	140	106	**	114	**	**	**	183	78
	100%	**	**	100%	100%	100%	100%	**	100%	**	**	**	100%	100%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S13D. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental, Fixed broadband and Pay TV Service (via satellite, cable or broadband)?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	b
Significance Level: 95%									
Unweighted total	338	298	26	8	6	310	28	131	193
Effective Weighted Sample	338	298	26	8	6	310	28	131	193
Total	261	230	20	6	5	239	22	101	149
Actively started looking at changing provider but decided not to	261	230	**	**	**	239	**	101	149
	100%	100%	**	**	**	100%	**	100%	100%

Columns Tested: a,b,c,d - a,b - a,b

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

S5D. Which provider is your MAIN one for Pay TV (via satellite, cable or broadband)?

Base : Those interviewed about their Pay TV service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	~b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	487	168	168	-	168	-	-	168	-	-	-
Effective Weighted Sample	484	168	168	-	168	-	-	168	-	-	-
Total	377	145	145	-	145	-	-	145	-	-	-
Sky	215	72	72	**	72	**	**	72	**	**	**
	57%	49%	49%	**	49%	**	**	49%	**	**	**
Virgin	58	24	24	**	24	**	**	24	**	**	**
	15%	17%	17%	**	17%	**	**	17%	**	**	**
BT	46	26	26	**	26	**	**	26	**	**	**
	12%	18%	18%	**	18%	**	**	18%	**	**	**
TalkTalk	18	11	11	**	11	**	**	11	**	**	**
	5%	8%	8%	**	8%	**	**	8%	**	**	**
EE	17	5	5	**	5	**	**	5	**	**	**
	4%	4%	4%	**	4%	**	**	4%	**	**	**
Plusnet	12	3	3	**	3	**	**	3	**	**	**
	3%	2%	2%	**	2%	**	**	2%	**	**	**
Don't know	11	3	3	**	3	**	**	3	**	**	**
	3%	2%	2%	**	2%	**	**	2%	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S5D. Which provider is your MAIN one for Pay TV (via satellite, cable or broadband)?

Base : Those interviewed about their Pay TV service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	a	~b	a	~b
Unweighted total	487	-	-	-	-	-	-	-	-	319	319	-	255	64	255	64
Effective Weighted Sample	484	-	-	-	-	-	-	-	-	319	319	-	255	64	255	64
Total	377	-	-	-	-	-	-	-	-	232	232	-	186	47	186	47
Sky	215	**	**	**	**	**	**	**	**	143	143	**	118	**	118	**
	57%	**	**	**	**	**	**	**	**	62%	62%	**	64%	**	64%	**
Virgin	58	**	**	**	**	**	**	**	**	33	33	**	24	**	24	**
	15%	**	**	**	**	**	**	**	**	14%	14%	**	13%	**	13%	**
BT	46	**	**	**	**	**	**	**	**	20	20	**	16	**	16	**
	12%	**	**	**	**	**	**	**	**	9%	9%	**	9%	**	9%	**
TalkTalk	18	**	**	**	**	**	**	**	**	7	7	**	6	**	6	**
	5%	**	**	**	**	**	**	**	**	3%	3%	**	3%	**	3%	**
EE	17	**	**	**	**	**	**	**	**	12	12	**	10	**	10	**
	4%	**	**	**	**	**	**	**	**	5%	5%	**	5%	**	5%	**
Plusnet	12	**	**	**	**	**	**	**	**	9	9	**	6	**	6	**
	3%	**	**	**	**	**	**	**	**	4%	4%	**	3%	**	3%	**
Don't know	11	**	**	**	**	**	**	**	**	7	7	**	6	**	6	**
	3%	**	**	**	**	**	**	**	**	3%	3%	**	3%	**	3%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S5D. Which provider is your MAIN one for Pay TV (via satellite, cable or broadband)?

Base : Those interviewed about their Pay TV service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	487	-	-	270	212	358	104	24	225	107	77	74	332	151
Effective Weighted Sample	484	-	-	268	211	356	103	24	224	106	76	73	330	150
Total	377	-	-	208	165	278	80	18	173	83	60	57	257	117
Sky	215	**	**	118	96	145	55	**	107	46	**	**	153	62
	57%	**	**	56%	58%	52%	69%	**	62%	55%	**	**	59%	53%
						a								
Virgin	58	**	**	32	25	42	13	**	27	15	**	**	43	15
	15%	**	**	15%	15%	15%	16%	**	16%	19%	**	**	17%	13%
BT	46	**	**	28	18	37	8	**	19	9	**	**	28	18
	12%	**	**	14%	11%	13%	10%	**	11%	11%	**	**	11%	16%
TalkTalk	18	**	**	9	10	16	2	**	6	6	**	**	11	7
	5%	**	**	4%	6%	6%	2%	**	3%	7%	**	**	4%	6%
EE	17	**	**	10	6	17	-	**	4	4	**	**	7	9
	4%	**	**	5%	4%	6%	-%	**	2%	4%	**	**	3%	7%
						b								ae
Plusnet	12	**	**	7	5	11	1	**	7	2	**	**	9	2
	3%	**	**	3%	3%	4%	1%	**	4%	3%	**	**	4%	2%
Don't know	11	**	**	5	5	9	2	**	4	2	**	**	5	5
	3%	**	**	3%	3%	3%	2%	**	2%	2%	**	**	2%	4%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S5D. Which provider is your MAIN one for Pay TV (via satellite, cable or broadband)?

Base : Those interviewed about their Pay TV service

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	b
Significance Level: 95%									
Unweighted total	487	414	38	27	8	427	60	200	249
Effective Weighted Sample	484	411	38	27	8	424	60	199	247
Total	377	320	29	21	6	331	46	155	192
Sky	215	177	**	**	**	183	**	78	126
	57%	55%	**	**	**	55%	**	50%	66%
									a
Virgin	58	53	**	**	**	54	**	25	25
	15%	17%	**	**	**	16%	**	16%	13%
BT	46	42	**	**	**	39	**	16	25
	12%	13%	**	**	**	12%	**	10%	13%
TalkTalk	18	14	**	**	**	16	**	12	5
	5%	4%	**	**	**	5%	**	8%	3%
								b	
EE	17	15	**	**	**	17	**	14	2
	4%	5%	**	**	**	5%	**	9%	1%
								b	
Plusnet	12	10	**	**	**	11	**	5	5
	3%	3%	**	**	**	3%	**	3%	2%
Don't know	11	9	**	**	**	10	**	5	5
	3%	3%	**	**	**	3%	**	3%	2%

Columns Tested: a,b,c,d - a,b - a,b

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

S13B. So thinking just about the last six months, which of these applies to you in terms of your Pay TV Service (via satellite, cable or broadband)?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	319	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	319	-	-	-	-	-	-	-	-	-	-
Total	232	-	-	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	232	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S13B. So thinking just about the last six months, which of these applies to you in terms of your Pay TV Service (via satellite, cable or broadband)?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	a	~b	a	~b
Unweighted total	319	-	-	-	-	-	-	-	-	319	319	-	255	64	255	64
Effective Weighted Sample	319	-	-	-	-	-	-	-	-	319	319	-	255	64	255	64
Total	232	-	-	-	-	-	-	-	-	232	232	-	186	47	186	47
Actively started looking at changing provider but decided not to	232	**	**	**	**	**	**	**	**	232	232	**	186	**	186	**
	100%	**	**	**	**	**	**	**	**	100%	100%	**	100%	**	100%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S13B. So thinking just about the last six months, which of these applies to you in terms of your Pay TV Service (via satellite, cable or broadband)?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	~b	~c	a	~b	~c	~d	e	~f
Unweighted total	319	-	-	182	135	229	71	19	153	68	48	47	221	95
Effective Weighted Sample	319	-	-	182	135	229	71	19	153	68	48	47	221	95
Total	232	-	-	132	98	167	52	14	111	50	35	34	161	69
Actively started looking at changing provider but decided not to	232	**	**	132	98	167	**	**	111	**	**	**	161	**
	100%	**	**	100%	100%	100%	**	**	100%	**	**	**	100%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S13B. So thinking just about the last six months, which of these applies to you in terms of your Pay TV Service (via satellite, cable or broadband)?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	b
Significance Level: 95%									
Unweighted total	319	272	26	17	4	280	39	129	169
Effective Weighted Sample	319	272	26	17	4	280	39	129	169
Total	232	198	19	12	3	204	28	94	123
Actively started looking at changing provider but decided not to	232	198	**	**	**	204	**	94	123
	100%	100%	**	**	**	100%	**	100%	100%

Columns Tested: a,b,c,d - a,b - a,b

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

S9. So when you switched your [SERVICES SWITCHED], did you make this change of provider at the same time as moving home?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1250	852	852	416	436	205	479	168	-	-	-
Effective Weighted Sample	1103	830	830	410	421	205	471	168	-	-	-
Total	1133	630	630	326	304	120	365	145	-	-	-
Yes	356	-	-	-	-	-	-	-	**	**	**
	31%	-%	-%	-%	-%	-%	-%	-%	**	**	**
No	752	615	615	323	292	117	362	135	**	**	**
	66%	98%	98%	99%	96%	98%	99%	93%	**	**	**
				b		c	c				
Don't know	24	15	15	3	12	2	3	9	**	**	**
	2%	2%	2%	1%	4%	2%	1%	7%	**	**	**
					a			ab			

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

S9. So when you switched your [SERVICES SWITCHED], did you make this change of provider at the same time as moving home?

Base : Those interviewed about their switching experience (except mobile) in the last six months

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	1250	-	-	-	-	-	-	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1103	-	-	-	-	-	-	171	227	-	-	-	-	-	-	-
Total	1133	-	-	-	-	-	-	147	356	-	-	-	-	-	-	-
Yes	356	**	**	**	**	**	**	-	356	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	-%	100%	**	**	**	**	**	**	**
									a							
No	752	**	**	**	**	**	**	137	-	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	94%	-%	**	**	**	**	**	**	**
								b								
Don't know	24	**	**	**	**	**	**	9	-	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	6%	-%	**	**	**	**	**	**	**
								b								

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

S9. So when you switched your [SERVICES SWITCHED], did you make this change of provider at the same time as moving home?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Unweighted total	1250	-	-	566	674	798	350	98	490	344	201	208	834	409
Effective Weighted Sample	1103	-	-	499	595	698	323	92	427	306	180	186	732	366
Total	1133	-	-	518	607	770	283	77	459	308	174	185	767	360
Yes	356	**	**	170	187	312	38	**	174	88	42	50	262	93
	31%	**	**	33%	31%	41%	13%	**	38%	29%	24%	27%	34%	26%
						b			bcd	f			cf	
No	752	**	**	340	409	440	240	**	273	218	128	130	491	258
	66%	**	**	66%	67%	57%	85%	**	59%	71%	74%	70%	64%	72%
						a				ae	ae	a		ae
Don't know	24	**	**	9	11	17	5	**	12	2	3	5	14	9
	2%	**	**	2%	2%	2%	2%	**	3%	1%	2%	3%	2%	2%
									b			b		b

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

S9. So when you switched your [SERVICES SWITCHED], did you make this change of provider at the same time as moving home?

Base : Those interviewed about their switching experience (except mobile) in the last six months

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1250	1058	101	67	24	1104	146	541	626
Effective Weighted Sample	1103	932	89	60	22	971	134	473	559
Total	1133	960	94	60	20	1007	126	510	548
Yes	356	306	31	**	**	333	24	195	140
	31%	32%	33%	**	**	33% b	19%	38% b	26%
No	752	634	60	**	**	653	100	308	400
	66%	66%	64%	**	**	65%	79% a	60%	73% a
Don't know	24	20	2	**	**	22	3	8	7
	2%	2%	2%	**	**	2%	2%	2%	1%

Columns Tested: a,b,c,d - a,b - a,b

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

Q1. Which of these best describes the main mobile phone package you personally use and pay for now from [CURRENT PROVIDER]?

Base : Those interviewed about their mobile phone service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	1252	-	911	-	-	-	-	-	911	567	344
Effective Weighted Sample	1244	-	903	-	-	-	-	-	903	567	344
Total	1538	-	1101	-	-	-	-	-	1101	734	367
Pay as you go (which requires top-ups)	380	**	286	**	**	**	**	**	286	153	133
	25%	**	26%	**	**	**	**	**	26%	21%	36%
									b		ab
Monthly contract (i.e. 12-24 months, including a new handset)	811	**	561	**	**	**	**	**	561	391	169
	53%	**	51%	**	**	**	**	**	51%	53%	46%
										c	
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length)	348	**	254	**	**	**	**	**	254	190	64
	23%	**	23%	**	**	**	**	**	23%	26%	17%
									c	c	

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q1. Which of these best describes the main mobile phone package you personally use and pay for now from [CURRENT PROVIDER]?

Base : Those interviewed about their mobile phone service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	~a	~b	a	~b	c	a	b	~a	~b
Unweighted total	1252	243	207	461	302	159	125	-	-	341	-	341	229	112	-	-
Effective Weighted Sample	1244	241	206	457	302	159	125	-	-	341	-	341	229	112	-	-
Total	1538	286	254	561	391	169	133	-	-	438	-	438	294	144	-	-
Pay as you go (which requires top-ups)	380	286	-	-	-	-	133	**	**	94	**	94	54	40	**	**
	25%	100%	-%	-%	-%	-%	100%	**	**	21%	**	21%	18%	28%	**	**
		bcde					bcde							a		
Monthly contract (i.e. 12-24 months, including a new handset)	811	-	-	561	391	169	-	**	**	250	**	250	181	69	**	**
	53%	-%	-%	100%	100%	100%	-%	**	**	57%	**	57%	62%	48%	**	**
				abf	abf	abf							b			
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length)	348	-	254	-	-	-	-	**	**	94	**	94	59	35	**	**
	23%	-%	100%	-%	-%	-%	-%	**	**	21%	**	21%	20%	24%	**	**
			acdef													

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q1. Which of these best describes the main mobile phone package you personally use and pay for now from [CURRENT PROVIDER]?

Base : Those interviewed about their mobile phone service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	~c	a	b	c	d	e	f
Unweighted total	1252	229	112	577	659	925	233	90	463	331	201	243	794	444
Effective Weighted Sample	1244	229	112	573	655	918	232	90	461	329	200	241	790	440
Total	1538	294	144	709	811	1130	290	113	578	409	245	291	987	535
Pay as you go (which requires top-ups)	380	54	40	207	166	309	55	**	139	79	54	100	218	154
	25%	18%	28%	29%	20%	27%	19%	**	24%	19%	22%	34%	22%	29%
			a	b		b						abce		be
Monthly contract (i.e. 12-24 months, including a new handset)	811	181	69	341	461	646	118	**	323	211	146	125	534	271
	53%	62%	48%	48%	57%	57%	41%	**	56%	52%	60%	43%	54%	51%
		b			a	b			d	d	df		d	
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length)	348	59	35	161	184	176	117	**	116	119	44	65	235	110
	23%	20%	24%	23%	23%	16%	40%	**	20%	29%	18%	23%	24%	20%
							a			acf				

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q1. Which of these best describes the main mobile phone package you personally use and pay for now from [CURRENT PROVIDER]?

Base : Those interviewed about their mobile phone service

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	b	a	b
Unweighted total	1252	1080	88	61	23	1126	126	612	538
Effective Weighted Sample	1244	1073	87	61	23	1118	125	608	534
Total	1538	1326	108	75	29	1383	155	753	661
Pay as you go (which requires top-ups)	380	336	**	**	**	350	30	234	116
	25%	25%	**	**	**	25%	19%	31%	18%
								b	
Monthly contract (i.e. 12-24 months, including a new handset)	811	695	**	**	**	730	81	391	348
	53%	52%	**	**	**	53%	52%	52%	53%
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length)	348	296	**	**	**	303	45	128	197
	23%	22%	**	**	**	22%	29%	17%	30%
									a

Columns Tested: a,b,c,d - a,b - a,b

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

Q2. And when you switched from [PREVIOUS PROVIDER] what type of mobile phone package you did you switch from?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	a	b	c
Unweighted total	911	-	911	-	-	-	-	-	911	567	344
Effective Weighted Sample	903	-	903	-	-	-	-	-	903	567	344
Total	1101	-	1101	-	-	-	-	-	1101	734	367
Pay as you go (which requires top-ups)	307	**	307	**	**	**	**	**	307	155	151
	28%	**	28%	**	**	**	**	**	28%	21%	41%
									b		ab
Monthly contract (i.e. 12-24 months, including a new handset)	576	**	576	**	**	**	**	**	576	417	159
	52%	**	52%	**	**	**	**	**	52%	57%	43%
									c	c	
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	218	**	218	**	**	**	**	**	218	162	56
	20%	**	20%	**	**	**	**	**	20%	22%	15%
										c	

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q2. And when you switched from [PREVIOUS PROVIDER] what type of mobile phone package you did you switch from?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	911	243	207	461	302	159	125	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	903	241	206	457	302	159	125	-	-	-	-	-	-	-	-	-
Total	1101	286	254	561	391	169	133	-	-	-	-	-	-	-	-	-
Pay as you go (which requires top-ups)	307	188	32	87	45	42	92	**	**	**	**	**	**	**	**	**
	28%	66%	13%	16%	12%	25%	69%	**	**	**	**	**	**	**	**	**
		bcde				bcd	bcde									
Monthly contract (i.e. 12-24 months, including a new handset)	576	84	88	404	298	107	33	**	**	**	**	**	**	**	**	**
	52%	29%	35%	72%	76%	63%	25%	**	**	**	**	**	**	**	**	**
				abef	abef	abf										
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	218	15	134	69	48	21	9	**	**	**	**	**	**	**	**	**
	20%	5%	53%	12%	12%	13%	6%	**	**	**	**	**	**	**	**	**
			acdef	a	a	a										

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q2. And when you switched from [PREVIOUS PROVIDER] what type of mobile phone package you did you switch from?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Unweighted total	911	-	-	416	481	691	163	56	332	231	151	187	563	338
Effective Weighted Sample	903	-	-	413	477	685	162	56	330	229	150	185	559	335
Total	1101	-	-	503	583	830	200	70	410	281	181	219	690	399
Pay as you go (which requires top-ups)	307	**	**	154	147	233	50	**	107	62	59	73	169	132
	28%	**	**	31%	25%	28%	25%	**	26%	22%	33% be	33% be	24%	33% be
Monthly contract (i.e. 12-24 months, including a new handset)	576	**	**	262	308	453	99	**	230	152	91	97	383	189
	52%	**	**	52%	53%	55%	49%	**	56% df	54% d	51%	44%	55% df	47%
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	218	**	**	86	127	144	51	**	72	66	30	49	139	79
	20%	**	**	17%	22%	17%	26% a	**	18%	24%	17%	22%	20%	20%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q2. And when you switched from [PREVIOUS PROVIDER] what type of mobile phone package you did you switch from?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	911	786	69	40	16	826	85	455	380
Effective Weighted Sample	903	779	68	40	16	819	84	451	377
Total	1101	949	84	48	20	998	103	551	459
Pay as you go (which requires top-ups)	307	271	**	**	**	278	**	171	112
	28%	29%	**	**	**	28%	**	31% b	24%
Monthly contract (i.e. 12-24 months, including a new handset)	576	489	**	**	**	527	**	287	236
	52%	51%	**	**	**	53%	**	52%	51%
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	218	190	**	**	**	193	**	94	111
	20%	20%	**	**	**	19%	**	17%	24% a

Columns Tested: a,b,c,d - a,b - a,b

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

PREVIOUS AND CURRENT MOBILE PHONE PACKAGES

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	911	-	911	-	-	-	-	-	911	567	344
Effective Weighted Sample	903	-	903	-	-	-	-	-	903	567	344
Total	1101	-	1101	-	-	-	-	-	1101	734	367
FROM PAYG TO PAYG	188	**	188	**	**	**	**	**	188	96	92
	17%	**	17%	**	**	**	**	**	17%	13%	25%
									b		ab
FROM CONTRACT TO CONTRACT	404	**	404	**	**	**	**	**	404	298	107
	37%	**	37%	**	**	**	**	**	37%	41%	29%
									c	c	
FROM SIMO TO SIMO	134	**	134	**	**	**	**	**	134	107	27
	12%	**	12%	**	**	**	**	**	12%	15%	7%
									c	c	
FROM PAYG TO CONTRACT/ SIMO	119	**	119	**	**	**	**	**	119	60	60
	11%	**	11%	**	**	**	**	**	11%	8%	16%
											ab
FROM CONTRACT/ SIMO TO PAYG	99	**	99	**	**	**	**	**	99	57	42
	9%	**	9%	**	**	**	**	**	9%	8%	11%
FROM CONTRACT TO SIMO	88	**	88	**	**	**	**	**	88	69	19
	8%	**	8%	**	**	**	**	**	8%	9%	5%
										c	
FROM SIMO TO CONTRACT	69	**	69	**	**	**	**	**	69	48	21
	6%	**	6%	**	**	**	**	**	6%	7%	6%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

PREVIOUS AND CURRENT MOBILE PHONE PACKAGES

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	911	243	207	461	302	159	125	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	903	241	206	457	302	159	125	-	-	-	-	-	-	-	-	-
Total	1101	286	254	561	391	169	133	-	-	-	-	-	-	-	-	-
FROM PAYG TO PAYG	188	188	-	-	-	-	92	**	**	**	**	**	**	**	**	**
	17%	66%	-%	-%	-%	-%	69%	**	**	**	**	**	**	**	**	**
		bcde					bcde									
FROM CONTRACT TO CONTRACT	404	-	-	404	298	107	-	**	**	**	**	**	**	**	**	**
	37%	-%	-%	72%	76%	63%	-%	**	**	**	**	**	**	**	**	**
				abef	abef	abf										
FROM SIMO TO SIMO	134	-	134	-	-	-	-	**	**	**	**	**	**	**	**	**
	12%	-%	53%	-%	-%	-%	-%	**	**	**	**	**	**	**	**	**
			acdef													
FROM PAYG TO CONTRACT/ SIMO	119	-	32	87	45	42	-	**	**	**	**	**	**	**	**	**
	11%	-%	13%	16%	12%	25%	-%	**	**	**	**	**	**	**	**	**
			af	af	af	abcdf										
FROM CONTRACT/ SIMO TO PAYG	99	99	-	-	-	-	42	**	**	**	**	**	**	**	**	**
	9%	34%	-%	-%	-%	-%	31%	**	**	**	**	**	**	**	**	**
		bcde					bcde									
FROM CONTRACT TO SIMO	88	-	88	-	-	-	-	**	**	**	**	**	**	**	**	**
	8%	-%	35%	-%	-%	-%	-%	**	**	**	**	**	**	**	**	**
			acdef													
FROM SIMO TO CONTRACT	69	-	-	69	48	21	-	**	**	**	**	**	**	**	**	**
	6%	-%	-%	12%	12%	13%	-%	**	**	**	**	**	**	**	**	**
				abf	abf	abf										

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

PREVIOUS AND CURRENT MOBILE PHONE PACKAGES

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	911	-	-	416	481	691	163	56	332	231	151	187	563	338
Effective Weighted Sample	903	-	-	413	477	685	162	56	330	229	150	185	559	335
Total	1101	-	-	503	583	830	200	70	410	281	181	219	690	399
FROM PAYG TO PAYG	188	**	**	96	89	147	32	**	66	32	28	57	99	85
	17%	**	**	19%	15%	18%	16%	**	16%	11%	16%	26%	14%	21%
												abce		be
FROM CONTRACT TO CONTRACT	404	**	**	179	222	326	63	**	157	103	78	64	259	142
	37%	**	**	36%	38%	39%	31%	**	38%	37%	43%	29%	38%	36%
									d		d		d	
FROM SIMO TO SIMO	134	**	**	59	72	71	44	**	45	45	15	28	90	43
	12%	**	**	12%	12%	9%	22%	**	11%	16%	8%	13%	13%	11%
							a			c				
FROM PAYG TO CONTRACT/ SIMO	119	**	**	58	58	86	18	**	41	30	31	16	70	47
	11%	**	**	11%	10%	10%	9%	**	10%	11%	17%	7%	10%	12%
											ade			
FROM CONTRACT/ SIMO TO PAYG	99	**	**	53	42	89	6	**	45	22	11	19	67	30
	9%	**	**	11%	7%	11%	3%	**	11%	8%	6%	9%	10%	8%
						b								
FROM CONTRACT TO SIMO	88	**	**	36	52	50	31	**	31	29	8	20	60	28
	8%	**	**	7%	9%	6%	16%	**	8%	10%	4%	9%	9%	7%
						a				c				
FROM SIMO TO CONTRACT	69	**	**	21	47	61	6	**	24	20	11	14	45	25
	6%	**	**	4%	8%	7%	3%	**	6%	7%	6%	6%	6%	6%
					a	b								

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

PREVIOUS AND CURRENT MOBILE PHONE PACKAGES

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	911	786	69	40	16	826	85	455	380
Effective Weighted Sample	903	779	68	40	16	819	84	451	377
Total	1101	949	84	48	20	998	103	551	459
FROM PAYG TO PAYG	188	167	**	**	**	171	**	115	60
	17%	18%	**	**	**	17%	**	21% b	13%
FROM CONTRACT TO CONTRACT	404	337	**	**	**	368	**	203	162
	37%	35%	**	**	**	37%	**	37%	35%
FROM SIMO TO SIMO	134	116	**	**	**	118	**	49	77
	12%	12%	**	**	**	12%	**	9%	17% a
FROM PAYG TO CONTRACT/ SIMO	119	103	**	**	**	107	**	56	52
	11%	11%	**	**	**	11%	**	10%	11%
FROM CONTRACT/ SIMO TO PAYG	99	90	**	**	**	93	**	62	27
	9%	10%	**	**	**	9%	**	11% b	6%
FROM CONTRACT TO SIMO	88	74	**	**	**	80	**	32	50
	8%	8%	**	**	**	8%	**	6%	11% a
FROM SIMO TO CONTRACT	69	62	**	**	**	62	**	34	31
	6%	6%	**	**	**	6%	**	6%	7%

Columns Tested: a,b,c,d - a,b - a,b

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

Q2A. If you wanted to find out how much it would cost to leave your current provider, you could text 'INFO' to 85075 to find this information without requesting a switching code. Which one of these options describes your previous knowledge and experience of this 'INFO' option?

Base : Those interviewed about their mobile phone service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	1252	-	911	-	-	-	-	-	911	567	344
Effective Weighted Sample	1244	-	903	-	-	-	-	-	903	567	344
Total	1538	-	1101	-	-	-	-	-	1101	734	367
I had not heard of the 'INFO' text before today	1001	**	694	**	**	**	**	**	694	436	258
	65%	**	63%	**	**	**	**	**	63%	59%	70% ab
I had heard of the 'INFO' text but not used it before	363	**	280	**	**	**	**	**	280	202	78
	24%	**	25%	**	**	**	**	**	25%	28% c	21%
I had used the 'INFO' text before	174	**	127	**	**	**	**	**	127	96	31
	11%	**	12%	**	**	**	**	**	12%	13% c	8%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q2A. If you wanted to find out how much it would cost to leave your current provider, you could text 'INFO' to 85075 to find this information without requesting a switching code. Which one of these options describes your previous knowledge and experience of this 'INFO' option?

Base : Those interviewed about their mobile phone service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	~a	~b	a	~b	c	a	b	~a	~b
Unweighted total	1252	243	207	461	302	159	125	-	-	341	-	341	229	112	-	-
Effective Weighted Sample	1244	241	206	457	302	159	125	-	-	341	-	341	229	112	-	-
Total	1538	286	254	561	391	169	133	-	-	438	-	438	294	144	-	-
I had not heard of the 'INFO' text before today	1001	164	188	342	224	118	91	**	**	307	**	307	196	110	**	**
	65%	57%	74%	61%	57%	70%	68%	**	**	70%	**	70%	67%	77%	**	**
			acd			acd	d									
I had heard of the 'INFO' text but not used it before	363	83	43	154	117	37	28	**	**	83	**	83	63	21	**	**
	24%	29%	17%	27%	30%	22%	21%	**	**	19%	**	19%	21%	14%	**	**
		b		b	b											
I had used the 'INFO' text before	174	38	24	64	51	14	15	**	**	47	**	47	35	13	**	**
	11%	13%	9%	11%	13%	8%	11%	**	**	11%	**	11%	12%	9%	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q2A. If you wanted to find out how much it would cost to leave your current provider, you could text 'INFO' to 85075 to find this information without requesting a switching code. Which one of these options describes your previous knowledge and experience of this 'INFO' option?

Base : Those interviewed about their mobile phone service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	~c	a	b	c	d	e	f
Unweighted total	1252	229	112	577	659	925	233	90	463	331	201	243	794	444
Effective Weighted Sample	1244	229	112	573	655	918	232	90	461	329	200	241	790	440
Total	1538	294	144	709	811	1130	290	113	578	409	245	291	987	535
I had not heard of the 'INFO' text before today	1001	196	110	452	537	672	227	**	333	278	161	217	611	378
	65%	67%	77%	64%	66%	59%	78%	**	58%	68%	66%	75%	62%	71%
							a			a		ace		ae
I had heard of the 'INFO' text but not used it before	363	63	21	164	194	314	38	**	155	91	56	59	246	115
	24%	21%	14%	23%	24%	28%	13%	**	27%	22%	23%	20%	25%	21%
						b								
I had used the 'INFO' text before	174	35	13	93	80	145	24	**	90	39	28	15	129	43
	11%	12%	9%	13%	10%	13%	8%	**	16%	10%	11%	5%	13%	8%
									bdf	d	d		df	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q2A. If you wanted to find out how much it would cost to leave your current provider, you could text 'INFO' to 85075 to find this information without requesting a switching code. Which one of these options describes your previous knowledge and experience of this 'INFO' option?

Base : Those interviewed about their mobile phone service

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	b	a	b
Unweighted total	1252	1080	88	61	23	1126	126	612	538
Effective Weighted Sample	1244	1073	87	61	23	1118	125	608	534
Total	1538	1326	108	75	29	1383	155	753	661
I had not heard of the 'INFO' text before today	1001	859	**	**	**	880	121	445	480
	65%	65%	**	**	**	64%	78%	59%	73%
							a		a
I had heard of the 'INFO' text but not used it before	363	317	**	**	**	336	27	209	125
	24%	24%	**	**	**	24%	17%	28%	19%
							b		
I had used the 'INFO' text before	174	151	**	**	**	167	8	99	57
	11%	11%	**	**	**	12%	5%	13%	9%
						b		b	

Columns Tested: a,b,c,d - a,b - a,b

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

Q3. Which of these best describes your original preference for keeping your number when you switched mobile phone service provider?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	911	-	911	-	-	-	-	-	911	567	344
Effective Weighted Sample	903	-	903	-	-	-	-	-	903	567	344
Total	1101	-	1101	-	-	-	-	-	1101	734	367
Really wanted to change my mobile number	139	**	139	**	**	**	**	**	139	61	78
	13%	**	13%	**	**	**	**	**	13%	8%	21%
									b		ab
Slight preference for changing my mobile number	143	**	143	**	**	**	**	**	143	101	42
	13%	**	13%	**	**	**	**	**	13%	14%	11%
Not bothered either way	283	**	283	**	**	**	**	**	283	109	174
	26%	**	26%	**	**	**	**	**	26%	15%	47%
									b		ab
Slight preference for keeping my mobile number	93	**	93	**	**	**	**	**	93	66	27
	8%	**	8%	**	**	**	**	**	8%	9%	7%
Really wanted to keep my mobile number	412	**	412	**	**	**	**	**	412	389	23
	37%	**	37%	**	**	**	**	**	37%	53%	6%
									c	ac	
Don't know	33	**	33	**	**	**	**	**	33	9	23
	3%	**	3%	**	**	**	**	**	3%	1%	6%
									b		ab

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q3. Which of these best describes your original preference for keeping your number when you switched mobile phone service provider?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	911	243	207	461	302	159	125	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	903	241	206	457	302	159	125	-	-	-	-	-	-	-	-	-
Total	1101	286	254	561	391	169	133	-	-	-	-	-	-	-	-	-
Really wanted to change my mobile number	139	59	16	64	28	35	29	**	**	**	**	**	**	**	**	**
	13%	20%	6%	11%	7%	21%	22%	**	**	**	**	**	**	**	**	**
		bcd				bcd	bcd									
Slight preference for changing my mobile number	143	54	8	80	62	18	19	**	**	**	**	**	**	**	**	**
	13%	19%	3%	14%	16%	11%	14%	**	**	**	**	**	**	**	**	**
		be		b	b	b	b									
Not bothered either way	283	97	39	147	65	82	61	**	**	**	**	**	**	**	**	**
	26%	34%	15%	26%	17%	48%	46%	**	**	**	**	**	**	**	**	**
		bcd		bd		abcd	abcd									
Slight preference for keeping my mobile number	93	27	10	56	40	16	7	**	**	**	**	**	**	**	**	**
	8%	9%	4%	10%	10%	9%	6%	**	**	**	**	**	**	**	**	**
		b		b	b	b										
Really wanted to keep my mobile number	412	40	172	200	190	10	7	**	**	**	**	**	**	**	**	**
	37%	14%	68%	36%	49%	6%	6%	**	**	**	**	**	**	**	**	**
		ef	acdef	aef	acef											
Don't know	33	10	9	14	5	9	10	**	**	**	**	**	**	**	**	**
	3%	3%	4%	2%	1%	5%	7%	**	**	**	**	**	**	**	**	**
						d	cd									

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q3. Which of these best describes your original preference for keeping your number when you switched mobile phone service provider?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Unweighted total	911	-	-	416	481	691	163	56	332	231	151	187	563	338
Effective Weighted Sample	903	-	-	413	477	685	162	56	330	229	150	185	559	335
Total	1101	-	-	503	583	830	200	70	410	281	181	219	690	399
Really wanted to change my mobile number	139	**	**	70	69	123	14	**	63	25	21	28	88	50
	13%	**	**	14%	12%	15%	7%	**	15%	9%	12%	13%	13%	12%
						b			b					
Slight preference for changing my mobile number	143	**	**	71	71	139	2	**	73	26	21	23	99	44
	13%	**	**	14%	12%	17%	1%	**	18%	9%	12%	11%	14%	11%
						b			bdf					
Not bothered either way	283	**	**	136	141	235	37	**	81	72	58	66	153	125
	26%	**	**	27%	24%	28%	18%	**	20%	26%	32%	30%	22%	31%
						b					ae	ae		ae
Slight preference for keeping my mobile number	93	**	**	48	43	77	12	**	44	15	16	15	59	32
	8%	**	**	9%	7%	9%	6%	**	11%	5%	9%	7%	9%	8%
									b					
Really wanted to keep my mobile number	412	**	**	165	244	230	129	**	145	132	61	75	276	136
	37%	**	**	33%	42%	28%	65%	**	35%	47%	34%	34%	40%	34%
					a		a			acdf				
Don't know	33	**	**	14	15	27	6	**	5	11	3	11	16	14
	3%	**	**	3%	3%	3%	3%	**	1%	4%	2%	5%	2%	4%
										a		a		a

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q3. Which of these best describes your original preference for keeping your number when you switched mobile phone service provider?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	911	786	69	40	16	826	85	455	380
Effective Weighted Sample	903	779	68	40	16	819	84	451	377
Total	1101	949	84	48	20	998	103	551	459
Really wanted to change my mobile number	139	121	**	**	**	129	**	88	34
	13%	13%	**	**	**	13%	**	16% b	7%
Slight preference for changing my mobile number	143	124	**	**	**	136	**	100	35
	13%	13%	**	**	**	14%	**	18% b	8%
Not bothered either way	283	243	**	**	**	260	**	145	121
	26%	26%	**	**	**	26%	**	26%	26%
Slight preference for keeping my mobile number	93	78	**	**	**	86	**	50	28
	8%	8%	**	**	**	9%	**	9%	6%
Really wanted to keep my mobile number	412	357	**	**	**	358	**	157	232
	37%	38%	**	**	**	36%	**	29%	51% a
Don't know	33	27	**	**	**	30	**	11	8
	3%	3%	**	**	**	3%	**	2%	2%

Columns Tested: a,b,c,d - a,b - a,b

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

Q4A. (EXPLAIN IF KEPT MOBILE NUMBER THAT A PAC WOULD HAVE BEEN REQUESTED TO KEEP THE MOBILE NUMBER) (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED A PAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching AND and those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a PAC only

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	607	-	607	-	-	-	-	-	607	567	40
Effective Weighted Sample	606	-	606	-	-	-	-	-	606	567	40
Total	777	-	777	-	-	-	-	-	777	734	43
By text	395	**	395	**	**	**	**	**	395	373	**
	51%	**	51%	**	**	**	**	**	51%	51%	**
By phone	247	**	247	**	**	**	**	**	247	231	**
	32%	**	32%	**	**	**	**	**	32%	31%	**
Through an online account	200	**	200	**	**	**	**	**	200	192	**
	26%	**	26%	**	**	**	**	**	26%	26%	**
In store	52	**	52	**	**	**	**	**	52	49	**
	7%	**	7%	**	**	**	**	**	7%	7%	**
Some other way	5	**	5	**	**	**	**	**	5	5	**
	1%	**	1%	**	**	**	**	**	1%	1%	**
Don't know	21	**	21	**	**	**	**	**	21	21	**
	3%	**	3%	**	**	**	**	**	3%	3%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q4A. (EXPLAIN IF KEPT MOBILE NUMBER THAT A PAC WOULD HAVE BEEN REQUESTED TO KEEP THE MOBILE NUMBER) (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED A PAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching AND and those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a PAC only

	MOBILE MARKET - CURRENT CONTRACT TYPE							NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	607	131	151	325	302	23	13	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	606	131	151	324	302	23	13	-	-	-	-	-	-	-	-	-
Total	777	167	195	416	391	25	14	-	-	-	-	-	-	-	-	-
By text	395	92	104	199	186	**	**	**	**	**	**	**	**	**	**	**
	51%	55%	54%	48%	48%	**	**	**	**	**	**	**	**	**	**	**
By phone	247	63	51	133	124	**	**	**	**	**	**	**	**	**	**	**
	32%	38%	26%	32%	32%	**	**	**	**	**	**	**	**	**	**	**
		b														
Through an online account	200	47	50	103	98	**	**	**	**	**	**	**	**	**	**	**
	26%	28%	26%	25%	25%	**	**	**	**	**	**	**	**	**	**	**
In store	52	17	5	31	28	**	**	**	**	**	**	**	**	**	**	**
	7%	10%	3%	7%	7%	**	**	**	**	**	**	**	**	**	**	**
		b		b	b											
Some other way	5	1	1	3	3	**	**	**	**	**	**	**	**	**	**	**
	1%	1%	1%	1%	1%	**	**	**	**	**	**	**	**	**	**	**
Don't know	21	3	4	14	14	**	**	**	**	**	**	**	**	**	**	**
	3%	2%	2%	3%	4%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q4A. (EXPLAIN IF KEPT MOBILE NUMBER THAT A PAC WOULD HAVE BEEN REQUESTED TO KEEP THE MOBILE NUMBER) (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED A PAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching AND and those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a PAC only

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted total	607	-	-	278	325	442	121	44	262	155	96	92	417	188
Effective Weighted Sample	606	-	-	277	324	441	121	44	261	155	96	92	416	188
Total	777	-	-	355	416	565	155	57	335	200	122	118	535	240
By text	395	**	**	206	190	290	83	**	186	93	**	**	279	115
	51%	**	**	58%	46%	51%	54%	**	55%	46%	**	**	52%	48%
				b										
By phone	247	**	**	112	129	195	37	**	108	62	**	**	170	75
	32%	**	**	31%	31%	35%	24%	**	32%	31%	**	**	32%	31%
						b								
Through an online account	200	**	**	91	108	142	44	**	97	46	**	**	144	57
	26%	**	**	26%	26%	25%	28%	**	29%	23%	**	**	27%	24%
In store	52	**	**	31	22	35	13	**	22	8	**	**	29	23
	7%	**	**	9%	5%	6%	8%	**	7%	4%	**	**	5%	10%
													b	
Some other way	5	**	**	4	1	3	3	**	1	1	**	**	3	3
	1%	**	**	1%	*%	*%	2%	**	*%	1%	**	**	*%	1%
Don't know	21	**	**	6	14	14	4	**	5	6	**	**	12	9
	3%	**	**	2%	3%	3%	3%	**	2%	3%	**	**	2%	4%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q4A. (EXPLAIN IF KEPT MOBILE NUMBER THAT A PAC WOULD HAVE BEEN REQUESTED TO KEEP THE MOBILE NUMBER) (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED A PAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching AND and those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a PAC only

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	607	520	48	24	15	552	55	312	248
Effective Weighted Sample	606	519	48	24	15	551	55	311	248
Total	777	666	61	31	19	706	71	399	318
By text	395	341	**	**	**	362	**	203	170
	51%	51%	**	**	**	51%	**	51%	54%
By phone	247	209	**	**	**	223	**	138	83
	32%	31%	**	**	**	32%	**	35%	26%
								b	
Through an online account	200	162	**	**	**	186	**	116	68
	26%	24%	**	**	**	26%	**	29%	22%
								b	
In store	52	46	**	**	**	45	**	42	9
	7%	7%	**	**	**	6%	**	11%	3%
								b	
Some other way	5	1	**	**	**	5	**	3	3
	1%	*%	**	**	**	1%	**	1%	1%
Don't know	21	19	**	**	**	19	**	6	6
	3%	3%	**	**	**	3%	**	2%	2%

Columns Tested: a,b,c,d - a,b - a,b

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

Q4B. (REMIND THOSE WHO CHANGED NUMBER AND SAID EARLIER THEY REQUESTED A STAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC only

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	18	-	18	-	-	-	-	-	18	-	18
Effective Weighted Sample	18	-	18	-	-	-	-	-	18	-	18
Total	19	-	19	-	-	-	-	-	19	-	19
By text	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q4B. (REMIND THOSE WHO CHANGED NUMBER AND SAID EARLIER THEY REQUESTED A STAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC only

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	18	7	2	9	-	9	7	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	18	7	2	9	-	9	7	-	-	-	-	-	-	-	-	-
Total	19	7	2	10	-	10	7	-	-	-	-	-	-	-	-	-
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q4B. (REMIND THOSE WHO CHANGED NUMBER AND SAID EARLIER THEY REQUESTED A STAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC only

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	18	-	-	10	7	17	-	1	11	2	2	3	13	5
Effective Weighted Sample	18	-	-	10	7	17	-	1	11	2	2	3	13	5
Total	19	-	-	11	7	18	-	1	12	2	2	3	14	5
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q4B. (REMIND THOSE WHO CHANGED NUMBER AND SAID EARLIER THEY REQUESTED A STAC) How did you request it?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested a STAC only

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	18	15	2	1	-	16	2	14	4
Effective Weighted Sample	18	15	2	1	-	16	2	14	4
Total	19	16	2	1	-	17	2	15	4
By text	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q4CA. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the PAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	10	-	10	-	-	-	-	-	10	-	10
Effective Weighted Sample	10	-	10	-	-	-	-	-	10	-	10
Total	11	-	11	-	-	-	-	-	11	-	11
By text	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q4CA. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the PAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	10	6	1	3	-	3	6	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	10	6	1	3	-	3	6	-	-	-	-	-	-	-	-	-
Total	11	6	1	3	-	3	6	-	-	-	-	-	-	-	-	-
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q4CA. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the PAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	10	-	-	4	6	9	1	-	4	1	2	3	5	5
Effective Weighted Sample	10	-	-	4	6	9	1	-	4	1	2	3	5	5
Total	11	-	-	4	6	10	1	-	4	1	2	3	5	5
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q4CA. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the PAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	10	10	-	-	-	10	-	6	4
Effective Weighted Sample	10	10	-	-	-	10	-	6	4
Total	11	11	-	-	-	11	-	6	4
By text	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q4CB. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the STAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	10	-	10	-	-	-	-	-	10	-	10
Effective Weighted Sample	10	-	10	-	-	-	-	-	10	-	10
Total	11	-	11	-	-	-	-	-	11	-	11
By text	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q4CB. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the STAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	10	6	1	3	-	3	6	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	10	6	1	3	-	3	6	-	-	-	-	-	-	-	-	-
Total	11	6	1	3	-	3	6	-	-	-	-	-	-	-	-	-
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q4CB. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the STAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Significance Level: 95%														
Unweighted total	10	-	-	4	6	9	1	-	4	1	2	3	5	5
Effective Weighted Sample	10	-	-	4	6	9	1	-	4	1	2	3	5	5
Total	11	-	-	4	6	10	1	-	4	1	2	3	5	5
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q4CB. (REMIND THOSE WHO CHANGED THEIR NUMBER AND SAID EARLIER THEY REQUESTED BOTH A PAC AND A STAC) How did you request the STAC?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and requested both a PAC and a STAC

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	10	10	-	-	-	10	-	6	4
Effective Weighted Sample	10	10	-	-	-	10	-	6	4
Total	11	11	-	-	-	11	-	6	4
By text	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q4D. You said earlier that you changed your mobile number when switching to your new mobile service provider and didn't request a switching code from your previous provider to pass on to your new provider.(EXPLANATION OF STAC PROCESS PROVIDED) Which one of these best describes why you took this approach to switching mobile service provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and did not request a code from their previous provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER ~b	C&R SWITCHER c
Significance Level: 95%											
Unweighted total	225	-	225	-	-	-	-	-	225	-	225
Effective Weighted Sample	225	-	225	-	-	-	-	-	225	-	225
Total	240	-	240	-	-	-	-	-	240	-	240
I didn't know I could request a code to switch	109	**	109	**	**	**	**	**	109	**	109
	45%	**	45%	**	**	**	**	**	45%	**	45%
I had already cancelled with my previous provider	53	**	53	**	**	**	**	**	53	**	53
	22%	**	22%	**	**	**	**	**	22%	**	22%
I was happy to/ wanted to change my number	21	**	21	**	**	**	**	**	21	**	21
	9%	**	9%	**	**	**	**	**	9%	**	9%
I wasn't able to request a code to switch (please say why)	10	**	10	**	**	**	**	**	10	**	10
	4%	**	4%	**	**	**	**	**	4%	**	4%
I didn't want to request a code to switch (please say why)	6	**	6	**	**	**	**	**	6	**	6
	3%	**	3%	**	**	**	**	**	3%	**	3%
Something else	9	**	9	**	**	**	**	**	9	**	9
	4%	**	4%	**	**	**	**	**	4%	**	4%
Don't know	32	**	32	**	**	**	**	**	32	**	32
	13%	**	13%	**	**	**	**	**	13%	**	13%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q4D. You said earlier that you changed your mobile number when switching to your new mobile service provider and didn't request a switching code from your previous provider to pass on to your new provider.(EXPLANATION OF STAC PROCESS PROVIDED) Which one of these best describes why you took this approach to switching mobile service provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and did not request a code from their previous provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	225	81	44	100	-	100	81	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	225	81	44	100	-	100	81	-	-	-	-	-	-	-	-	-
Total	240	86	47	107	-	107	86	-	-	-	-	-	-	-	-	-
I didn't know I could request a code to switch	109	**	**	54	**	54	**	**	**	**	**	**	**	**	**	**
	45%	**	**	51%	**	51%	**	**	**	**	**	**	**	**	**	**
I had already cancelled with my previous provider	53	**	**	21	**	21	**	**	**	**	**	**	**	**	**	**
	22%	**	**	20%	**	20%	**	**	**	**	**	**	**	**	**	**
I was happy to/ wanted to change my number	21	**	**	14	**	14	**	**	**	**	**	**	**	**	**	**
	9%	**	**	13%	**	13%	**	**	**	**	**	**	**	**	**	**
I wasn't able to request a code to switch (please say why)	10	**	**	6	**	6	**	**	**	**	**	**	**	**	**	**
	4%	**	**	6%	**	6%	**	**	**	**	**	**	**	**	**	**
I didn't want to request a code to switch (please say why)	6	**	**	3	**	3	**	**	**	**	**	**	**	**	**	**
	3%	**	**	3%	**	3%	**	**	**	**	**	**	**	**	**	**
Something else	9	**	**	-	**	-	**	**	**	**	**	**	**	**	**	**
	4%	**	**	-%	**	-%	**	**	**	**	**	**	**	**	**	**
Don't know	32	**	**	7	**	7	**	**	**	**	**	**	**	**	**	**
	13%	**	**	7%	**	7%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q4D. You said earlier that you changed your mobile number when switching to your new mobile service provider and didn't request a switching code from your previous provider to pass on to your new provider.(EXPLANATION OF STAC PROCESS PROVIDED) Which one of these best describes why you took this approach to switching mobile service provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and did not request a code from their previous provider

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	~b	~c	~a	~b	~c	~d	~e	f
Unweighted total	225	-	-	109	112	180	34	11	43	56	44	77	99	121
Effective Weighted Sample	225	-	-	109	112	180	34	11	43	56	44	77	99	121
Total	240	-	-	116	119	192	36	12	46	60	47	82	106	129
I didn't know I could request a code to switch	109	**	**	58	49	96	**	**	**	**	**	**	**	56
	45%	**	**	50%	41%	50%	**	**	**	**	**	**	**	44%
I had already cancelled with my previous provider	53	**	**	21	31	43	**	**	**	**	**	**	**	27
	22%	**	**	18%	26%	22%	**	**	**	**	**	**	**	21%
I was happy to/ wanted to change my number	21	**	**	7	14	14	**	**	**	**	**	**	**	12
	9%	**	**	6%	12%	7%	**	**	**	**	**	**	**	9%
I wasn't able to request a code to switch (please say why)	10	**	**	6	3	9	**	**	**	**	**	**	**	4
	4%	**	**	6%	3%	4%	**	**	**	**	**	**	**	3%
I didn't want to request a code to switch (please say why)	6	**	**	4	2	4	**	**	**	**	**	**	**	3
	3%	**	**	4%	2%	2%	**	**	**	**	**	**	**	2%
Something else	9	**	**	3	5	3	**	**	**	**	**	**	**	4
	4%	**	**	3%	4%	2%	**	**	**	**	**	**	**	3%
Don't know	32	**	**	16	15	23	**	**	**	**	**	**	**	22
	13%	**	**	14%	13%	12%	**	**	**	**	**	**	**	17%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q4D. You said earlier that you changed your mobile number when switching to your new mobile service provider and didn't request a switching code from your previous provider to pass on to your new provider.(EXPLANATION OF STAC PROCESS PROVIDED) Which one of these best describes why you took this approach to switching mobile service provider?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and did not request a code from their previous provider

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	225	194	18	13	-	203	22	100	109
Effective Weighted Sample	225	194	18	13	-	203	22	100	109
Total	240	207	19	14	-	216	23	107	116
I didn't know I could request a code to switch	109	87	**	**	**	101	**	48	55
	45%	42%	**	**	**	47%	**	45%	48%
I had already cancelled with my previous provider	53	46	**	**	**	48	**	26	25
	22%	22%	**	**	**	22%	**	24%	21%
I was happy to/ wanted to change my number	21	20	**	**	**	18	**	12	10
	9%	10%	**	**	**	8%	**	11%	8%
I wasn't able to request a code to switch (please say why)	10	7	**	**	**	7	**	4	5
	4%	4%	**	**	**	3%	**	4%	5%
I didn't want to request a code to switch (please say why)	6	6	**	**	**	5	**	2	3
	3%	3%	**	**	**	2%	**	2%	3%
Something else	9	9	**	**	**	6	**	3	5
	4%	4%	**	**	**	3%	**	3%	5%
Don't know	32	31	**	**	**	30	**	12	13
	13%	15%	**	**	**	14%	**	11%	11%

Columns Tested: a,b,c,d - a,b - a,b

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Q6. Which, if any, of these were reasons you changed your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and noted some preference to keep their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	47	-	47	-	-	-	-	-	47	-	47
Effective Weighted Sample	47	-	47	-	-	-	-	-	47	-	47
Total	50	-	50	-	-	-	-	-	50	-	50
It was easier to switch if I didn't keep my number	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
It was faster to switch and get a new number/ it was going to take too long to keep my number	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I didn't want to pay to keep my number	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I was unaware I could keep my number	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I might have been without my mobile service if I had kept my number	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
My previous provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I needed to make extra calls to get a PAC code	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
My new provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q6. Which, if any, of these were reasons you changed your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and noted some preference to keep their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	47	-	47	-	-	-	-	-	47	-	47
Effective Weighted Sample	47	-	47	-	-	-	-	-	47	-	47
Total	50	-	50	-	-	-	-	-	50	-	50
Can't remember	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q6. Which, if any, of these were reasons you changed your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and noted some preference to keep their number

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	47	14	9	24	-	24	14	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	47	14	9	24	-	24	14	-	-	-	-	-	-	-	-	-
Total	50	15	10	26	-	26	15	-	-	-	-	-	-	-	-	-
It was easier to switch if I didn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
It was faster to switch and get a new number/ it was going to take too long to keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I didn't want to pay to keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was unaware I could keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I might have been without my mobile service if I had kept my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My previous provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I needed to make extra calls to get a PAC code	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My new provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q6. Which, if any, of these were reasons you changed your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and noted some preference to keep their number

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	47	14	9	24	-	24	14	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	47	14	9	24	-	24	14	-	-	-	-	-	-	-	-	-
Total	50	15	10	26	-	26	15	-	-	-	-	-	-	-	-	-
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q6. Which, if any, of these were reasons you changed your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and noted some preference to keep their number

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	47	-	-	22	22	35	10	1	19	11	8	8	30	16
Effective Weighted Sample	47	-	-	22	22	35	10	1	19	11	8	8	30	16
Total	50	-	-	23	23	37	11	1	20	12	9	9	32	17
It was easier to switch if I didn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
It was faster to switch and get a new number/ it was going to take too long to keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I didn't want to pay to keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was unaware I could keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I might have been without my mobile service if I had kept my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My previous provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I needed to make extra calls to get a PAC code	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My new provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q6. Which, if any, of these were reasons you changed your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and noted some preference to keep their number

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	47	-	-	22	22	35	10	1	19	11	8	8	30	16
Effective Weighted Sample	47	-	-	22	22	35	10	1	19	11	8	8	30	16
Total	50	-	-	23	23	37	11	1	20	12	9	9	32	17
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q6. Which, if any, of these were reasons you changed your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and noted some preference to keep their number

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	47	42	2	2	1	41	6	18	22
Effective Weighted Sample	47	42	2	2	1	41	6	18	22
Total	50	45	2	2	1	44	6	19	23
It was easier to switch if I didn't keep my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
It was faster to switch and get a new number/ it was going to take too long to keep my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I didn't want to pay to keep my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I was unaware I could keep my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I might have been without my mobile service if I had kept my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
My previous provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I needed to make extra calls to get a PAC code	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
My new provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q6. Which, if any, of these were reasons you changed your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who changed their mobile number when switching and noted some preference to keep their number

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		~a	~b	~c	~d	~a	~b	~a	~b
Significance Level: 95%									
Unweighted total	47	42	2	2	1	41	6	18	22
Effective Weighted Sample	47	42	2	2	1	41	6	18	22
Total	50	45	2	2	1	44	6	19	23
Can't remember	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q7A. You said earlier that you requested and used a switching code, which one of the following best describes when you gave the code to your new mobile service provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number or who changed their mobile number when switching and used a STAC

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	592	-	592	-	-	-	-	-	592	567	25
Effective Weighted Sample	591	-	591	-	-	-	-	-	591	567	25
Total	761	-	761	-	-	-	-	-	761	734	27
I gave the code to my new provider on the same day I requested it	523	**	523	**	**	**	**	**	523	510	**
	69%	**	69%	**	**	**	**	**	69%	69%	**
I gave the code to my new provider later, on a different day to when I requested it	208	**	208	**	**	**	**	**	208	194	**
	27%	**	27%	**	**	**	**	**	27%	26%	**
Don't know	30	**	30	**	**	**	**	**	30	30	**
	4%	**	4%	**	**	**	**	**	4%	4%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q7A. You said earlier that you requested and used a switching code, which one of the following best describes when you gave the code to your new mobile service provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number or who changed their mobile number when switching and used a STAC

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	592	128	150	314	302	12	10	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	591	128	150	314	302	12	10	-	-	-	-	-	-	-	-	-
Total	761	163	194	404	391	13	11	-	-	-	-	-	-	-	-	-
I gave the code to my new provider on the same day I requested it	523	124	124	275	272	**	**	**	**	**	**	**	**	**	**	**
	69%	76%	64%	68%	70%	**	**	**	**	**	**	**	**	**	**	**
		b														
I gave the code to my new provider later, on a different day to when I requested it	208	33	63	112	102	**	**	**	**	**	**	**	**	**	**	**
	27%	20%	33%	28%	26%	**	**	**	**	**	**	**	**	**	**	**
		a														
Don't know	30	6	6	17	17	**	**	**	**	**	**	**	**	**	**	**
	4%	4%	3%	4%	4%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q7A. You said earlier that you requested and used a switching code, which one of the following best describes when you gave the code to your new mobile service provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number or who changed their mobile number when switching and used a STAC

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL												
				GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted total	592	-	-	271	317	431	116	45	258	152	89	91	410	180
Effective Weighted Sample	591	-	-	271	317	430	116	45	258	152	89	91	410	180
Total	761	-	-	348	408	553	150	58	331	196	115	116	527	231
I gave the code to my new provider on the same day I requested it	523	**	**	244	278	389	101	**	228	136	**	**	364	158
	69%	**	**	70%	68%	70%	67%	**	69%	69%	**	**	69%	68%
I gave the code to my new provider later, on a different day to when I requested it	208	**	**	90	117	142	45	**	98	51	**	**	149	59
	27%	**	**	26%	29%	26%	30%	**	30%	26%	**	**	28%	26%
Don't know	30	**	**	14	13	22	4	**	5	9	**	**	14	14
	4%	**	**	4%	3%	4%	3%	**	2%	5%	**	**	3%	6%
														ae

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q7A. You said earlier that you requested and used a switching code, which one of the following best describes when you gave the code to your new mobile service provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number or who changed their mobile number when switching and used a STAC

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	592	509	46	23	14	537	55	308	241
Effective Weighted Sample	591	508	46	23	14	536	55	307	241
Total	761	654	59	30	18	690	71	395	310
I gave the code to my new provider on the same day I requested it	523	457	**	**	**	474	**	275	216
	69%	70%	**	**	**	69%	**	70%	70%
I gave the code to my new provider later, on a different day to when I requested it	208	174	**	**	**	189	**	110	84
	27%	27%	**	**	**	27%	**	28%	27%
Don't know	30	23	**	**	**	27	**	10	10
	4%	4%	**	**	**	4%	**	3%	3%

Columns Tested: a,b,c,d - a,b - a,b

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

Q7B. Why did you wait before using the switching code?

Base : Those interviewed about switching their mobile phone service in the last six months who used a PAC or STAC but gave it to their new provider on a different day to when it was requested

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	163	-	163	-	-	-	-	-	163	150	13
Effective Weighted Sample	163	-	163	-	-	-	-	-	163	150	13
Total	208	-	208	-	-	-	-	-	208	194	14
Base for %	132	-	132	-	-	-	-	-	132	124	7
When convenient to me/ no need to rush	51	**	51	**	**	**	**	**	51	**	**
	39%	**	39%	**	**	**	**	**	39%	**	**
Waiting for contract to end/ still in contract	25	**	25	**	**	**	**	**	25	**	**
	19%	**	19%	**	**	**	**	**	19%	**	**
Waiting for the new SIM/ phone	18	**	18	**	**	**	**	**	18	**	**
	14%	**	14%	**	**	**	**	**	14%	**	**
Wanted to get help with the switch	12	**	12	**	**	**	**	**	12	**	**
	9%	**	9%	**	**	**	**	**	9%	**	**
Deciding if I wanted to switch	6	**	6	**	**	**	**	**	6	**	**
	5%	**	5%	**	**	**	**	**	5%	**	**
To see if I could get a better deal/ to negotiate before closing	5	**	5	**	**	**	**	**	5	**	**
	4%	**	4%	**	**	**	**	**	4%	**	**
Other	14	**	14	**	**	**	**	**	14	**	**
	11%	**	11%	**	**	**	**	**	11%	**	**
NOT ANSWERED	76	**	76	**	**	**	**	**	76	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q7B. Why did you wait before using the switching code?

Base : Those interviewed about switching their mobile phone service in the last six months who used a PAC or STAC but gave it to their new provider on a different day to when it was requested

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	163	26	49	88	79	9	2	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	163	26	49	88	79	9	2	-	-	-	-	-	-	-	-	-
Total	208	33	63	112	102	10	2	-	-	-	-	-	-	-	-	-
Base for %	132	15	54	63	58	4	1	-	-	-	-	-	-	-	-	-
When convenient to me/ no need to rush	51	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
39%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Waiting for contract to end/ still in contract	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
19%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Waiting for the new SIM/ phone	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
14%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Wanted to get help with the switch	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Deciding if I wanted to switch	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
11%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOT ANSWERED	76	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q7B. Why did you wait before using the switching code?

Base : Those interviewed about switching their mobile phone service in the last six months who used a PAC or STAC but gave it to their new provider on a different day to when it was requested

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	163	-	-	71	91	112	35	16	77	40	17	29	117	46
Effective Weighted Sample	163	-	-	71	91	112	35	16	77	40	17	29	117	46
Total	208	-	-	90	117	142	45	20	98	51	22	37	149	59
Base for %	132	-	-	57	74	82	34	17	63	32	14	22	96	36
When convenient to me/ no need to rush	51	**	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**
Waiting for contract to end/ still in contract	25	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**
Waiting for the new SIM/ phone	18	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**
Wanted to get help with the switch	12	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**
Deciding if I wanted to switch	6	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	5	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	14	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**
NOT ANSWERED	76	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q7B. Why did you wait before using the switching code?

Base : Those interviewed about switching their mobile phone service in the last six months who used a PAC or STAC but gave it to their new provider on a different day to when it was requested

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	~a	~b
Unweighted total	163	136	18	7	2	148	15	86	66
Effective Weighted Sample	163	136	18	7	2	148	15	86	66
Total	208	174	23	9	3	189	19	110	84
Base for %	132	108	15	8	1	119	12	58	68
When convenient to me/ no need to rush	51	**	**	**	**	**	**	**	**
39%		**	**	**	**	**	**	**	**
Waiting for contract to end/ still in contract	25	**	**	**	**	**	**	**	**
19%		**	**	**	**	**	**	**	**
Waiting for the new SIM/ phone	18	**	**	**	**	**	**	**	**
14%		**	**	**	**	**	**	**	**
Wanted to get help with the switch	12	**	**	**	**	**	**	**	**
9%		**	**	**	**	**	**	**	**
Deciding if I wanted to switch	6	**	**	**	**	**	**	**	**
5%		**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	5	**	**	**	**	**	**	**	**
4%		**	**	**	**	**	**	**	**
Other	14	**	**	**	**	**	**	**	**
11%		**	**	**	**	**	**	**	**
NOT ANSWERED	76	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d - a,b - a,b									

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

Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	681	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	671	-	-	-	-	-	-	-	-	-	-
Total	598	-	-	-	-	-	-	-	-	-	-
Yes, this is my main email address	196	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**
Yes, this is my secondary email address	37	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**
Yes, but I rarely/ never use it	65	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
TOTAL 'YES'	297	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**
No, I don't use an email address from my broadband provider	292	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**
Don't know	9	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	a	b	a	b
Unweighted total	681	-	-	-	-	-	-	-	-	681	681	-	499	182	499	182
Effective Weighted Sample	671	-	-	-	-	-	-	-	-	671	671	-	492	180	492	180
Total	598	-	-	-	-	-	-	-	-	598	598	-	434	164	434	164
Yes, this is my main email address	196	**	**	**	**	**	**	**	**	196	196	**	145	50	145	50
	33%	**	**	**	**	**	**	**	**	33%	33%	**	34%	31%	34%	31%
Yes, this is my secondary email address	37	**	**	**	**	**	**	**	**	37	37	**	28	9	28	9
	6%	**	**	**	**	**	**	**	**	6%	6%	**	6%	5%	6%	5%
Yes, but I rarely/ never use it	65	**	**	**	**	**	**	**	**	65	65	**	47	18	47	18
	11%	**	**	**	**	**	**	**	**	11%	11%	**	11%	11%	11%	11%
TOTAL 'YES'	297	**	**	**	**	**	**	**	**	297	297	**	220	77	220	77
	50%	**	**	**	**	**	**	**	**	50%	50%	**	51%	47%	51%	47%
No, I don't use an email address from my broadband provider	292	**	**	**	**	**	**	**	**	292	292	**	206	85	206	85
	49%	**	**	**	**	**	**	**	**	49%	49%	**	48%	52%	48%	52%
Don't know	9	**	**	**	**	**	**	**	**	9	9	**	7	2	7	2
	2%	**	**	**	**	**	**	**	**	2%	2%	**	2%	1%	2%	1%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	681	-	-	320	359	330	278	73	274	177	108	122	451	230
Effective Weighted Sample	671	-	-	315	354	325	274	72	270	174	106	120	444	227
Total	598	-	-	279	317	286	244	68	238	155	95	110	393	205
Yes, this is my main email address	196	**	**	108	86	87	79	**	83	48	31	33	131	64
	33%	**	**	39%	27%	30%	32%	**	35%	31%	33%	30%	33%	31%
				b										
Yes, this is my secondary email address	37	**	**	26	10	19	15	**	15	7	8	7	22	15
	6%	**	**	9%	3%	7%	6%	**	6%	5%	8%	6%	6%	7%
				b										
Yes, but I rarely/ never use it	65	**	**	33	31	31	27	**	28	16	13	8	43	21
	11%	**	**	12%	10%	11%	11%	**	12%	10%	14%	8%	11%	10%
TOTAL 'YES'	297	**	**	168	127	137	120	**	125	71	52	49	197	100
	50%	**	**	60%	40%	48%	49%	**	53%	46%	55%	44%	50%	49%
				b										
No, I don't use an email address from my broadband provider	292	**	**	108	184	142	122	**	112	80	40	60	192	100
	49%	**	**	38%	58%	50%	50%	**	47%	51%	42%	54%	49%	49%
				a										
Don't know	9	**	**	4	6	6	2	**	1	4	3	2	5	4
	2%	**	**	1%	2%	2%	1%	**	1%	3%	3%	2%	1%	2%
										a	a			

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	681	575	66	26	14	589	92	267	383
Effective Weighted Sample	671	567	65	26	14	580	91	263	377
Total	598	502	59	24	12	514	85	235	336
Yes, this is my main email address	196	172	**	**	**	165	**	81	104
	33%	34%	**	**	**	32%	**	35%	31%
Yes, this is my secondary email address	37	27	**	**	**	35	**	16	19
	6%	5%	**	**	**	7%	**	7%	6%
Yes, but I rarely/ never use it	65	50	**	**	**	54	**	31	32
	11%	10%	**	**	**	10%	**	13%	10%
TOTAL 'YES'	297	250	**	**	**	253	**	127	156
	50%	50%	**	**	**	49%	**	54%	46%
No, I don't use an email address from my broadband provider	292	245	**	**	**	251	**	101	180
	49%	49%	**	**	**	49%	**	43%	54%
								a	
Don't know	9	7	**	**	**	9	**	6	-
	2%	1%	**	**	**	2%	**	3%	-%
								b	

Columns Tested: a,b,c,d - a,b - a,b

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

Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months (ASKED AT WAVE 2 2020 ONLY)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	~c	~a	~b	~c
Unweighted total	331	331	331	211	120	96	235	-	-	-	-
Effective Weighted Sample	322	322	322	208	120	96	231	-	-	-	-
Total	236	236	236	165	71	56	180	-	-	-	-
Yes, this is my main email address	58	58	58	41	18	**	41	**	**	**	**
	25%	25%	25%	25%	25%	**	23%	**	**	**	**
Yes, this is my secondary email address	10	10	10	4	6	**	6	**	**	**	**
	4%	4%	4%	3%	8%	**	4%	**	**	**	**
					a						
Yes, but I rarely/ never use it	13	13	13	7	6	**	10	**	**	**	**
	6%	6%	6%	4%	8%	**	5%	**	**	**	**
TOTAL 'YES'	82	82	82	53	30	**	57	**	**	**	**
	35%	35%	35%	32%	42%	**	32%	**	**	**	**
No, I don't use an email address from my broadband provider	151	151	151	111	40	**	121	**	**	**	**
	64%	64%	64%	67%	56%	**	67%	**	**	**	**
				b							
Don't know	3	3	3	2	2	**	2	**	**	**	**
	1%	1%	1%	1%	2%	**	1%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months (ASKED AT WAVE 2 2020 ONLY)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	331	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	322	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	236	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes, this is my main email address	58	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, this is my secondary email address	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, but I rarely/ never use it	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL 'YES'	82	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, I don't use an email address from my broadband provider	151	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months (ASKED AT WAVE 2 2020 ONLY)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	331	-	-	132	199	180	116	34	109	106	54	60	215	114
Effective Weighted Sample	322	-	-	129	194	175	113	33	106	103	53	59	209	111
Total	236	-	-	94	142	127	83	25	75	77	39	43	153	82
Yes, this is my main email address	58	**	**	23	36	28	26	**	21	18	**	**	38	20
	25%	**	**	24%	25%	22%	31%	**	28%	23%	**	**	25%	24%
Yes, this is my secondary email address	10	**	**	6	4	5	3	**	5	3	**	**	8	3
	4%	**	**	7%	3%	4%	3%	**	7%	3%	**	**	5%	3%
Yes, but I rarely/ never use it	13	**	**	6	7	11	2	**	6	5	**	**	11	3
	6%	**	**	7%	5%	8%	2%	**	8%	6%	**	**	7%	3%
						b								
TOTAL 'YES'	82	**	**	35	47	43	30	**	32	25	**	**	57	26
	35%	**	**	38%	33%	34%	37%	**	42%	32%	**	**	37%	31%
No, I don't use an email address from my broadband provider	151	**	**	57	94	82	51	**	43	51	**	**	93	56
	64%	**	**	60%	66%	65%	62%	**	56%	66%	**	**	61%	68%
Don't know	3	**	**	2	1	1	1	**	1	2	**	**	3	1
	1%	**	**	2%	1%	1%	2%	**	2%	2%	**	**	2%	1%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q8A. Do you use an email address from your broadband provider [CURRENT PROVIDER]?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months (ASKED AT WAVE 2 2020 ONLY)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	331	273	29	22	7	286	45	125	190
Effective Weighted Sample	322	266	28	22	7	278	44	122	185
Total	236	195	21	17	5	203	34	89	137
Yes, this is my main email address	58	45	**	**	**	54	**	23	32
	25%	23%	**	**	**	26%	**	26%	24%
Yes, this is my secondary email address	10	9	**	**	**	8	**	3	8
	4%	5%	**	**	**	4%	**	3%	6%
Yes, but I rarely/ never use it	13	9	**	**	**	12	**	7	5
	6%	5%	**	**	**	6%	**	8%	4%
TOTAL 'YES'	82	64	**	**	**	73	**	32	45
	35%	33%	**	**	**	36%	**	36%	33%
No, I don't use an email address from my broadband provider	151	128	**	**	**	127	**	55	90
	64%	65%	**	**	**	63%	**	62%	66%
Don't know	3	3	**	**	**	3	**	2	2
	1%	2%	**	**	**	1%	**	2%	1%

Columns Tested: a,b,c,d - a,b - a,b

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

Q8B. And did you previously use an email address from [PREVIOUS PROVIDER] when they were your broadband service provider?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months (ASKED AT WAVE 2 2020 ONLY)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	~a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	331	331	331	211	120	96	235	-	-	-	-
Effective Weighted Sample	322	322	322	208	120	96	231	-	-	-	-
Total	236	236	236	165	71	56	180	-	-	-	-
Yes, this was my main email address	54	54	54	37	18	**	36	**	**	**	**
	23%	23%	23%	22%	25%	**	20%	**	**	**	**
Yes, this was my secondary email address	6	6	6	3	2	**	3	**	**	**	**
	2%	2%	2%	2%	3%	**	2%	**	**	**	**
Yes, but I rarely/ never used it	20	20	20	12	8	**	16	**	**	**	**
	9%	9%	9%	7%	12%	**	9%	**	**	**	**
TOTAL 'YES'	81	81	81	52	29	**	55	**	**	**	**
	34%	34%	34%	32%	40%	**	30%	**	**	**	**
No, I didn't use an email address from my previous broadband provider	150	150	150	110	40	**	122	**	**	**	**
	63%	63%	63%	66%	56%	**	67%	**	**	**	**
Don't know	6	6	6	3	3	**	4	**	**	**	**
	3%	3%	3%	2%	4%	**	2%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q8B. And did you previously use an email address from [PREVIOUS PROVIDER] when they were your broadband service provider?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months (ASKED AT WAVE 2 2020 ONLY)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	331	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	322	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	236	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes, this was my main email address	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, this was my secondary email address	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, but I rarely/ never used it	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL 'YES'	81	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, I didn't use an email address from my previous broadband provider	150	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	63%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q8B. And did you previously use an email address from [PREVIOUS PROVIDER] when they were your broadband service provider?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months (ASKED AT WAVE 2 2020 ONLY)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	331	-	-	132	199	180	116	34	109	106	54	60	215	114
Effective Weighted Sample	322	-	-	129	194	175	113	33	106	103	53	59	209	111
Total	236	-	-	94	142	127	83	25	75	77	39	43	153	82
Yes, this was my main email address	54	**	**	22	32	24	23	**	18	17	**	**	35	19
	23%	**	**	24%	23%	19%	28%	**	23%	22%	**	**	23%	24%
Yes, this was my secondary email address	6	**	**	4	2	4	1	**	3	1	**	**	4	2
	2%	**	**	4%	1%	3%	2%	**	3%	2%	**	**	2%	2%
Yes, but I rarely/ never used it	20	**	**	9	11	13	5	**	8	5	**	**	13	7
	9%	**	**	10%	8%	11%	7%	**	11%	6%	**	**	9%	8%
TOTAL 'YES'	81	**	**	35	45	41	30	**	29	23	**	**	52	28
	34%	**	**	37%	32%	33%	36%	**	38%	30%	**	**	34%	34%
No, I didn't use an email address from my previous broadband provider	150	**	**	58	91	85	50	**	45	51	**	**	96	53
	63%	**	**	62%	64%	66%	60%	**	60%	66%	**	**	63%	64%
Don't know	6	**	**	1	5	1	4	**	1	3	**	**	4	2
	3%	**	**	1%	4%	1%	4%	**	2%	4%	**	**	3%	2%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q8B. And did you previously use an email address from [PREVIOUS PROVIDER] when they were your broadband service provider?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months (ASKED AT WAVE 2 2020 ONLY)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	331	273	29	22	7	286	45	125	190
Effective Weighted Sample	322	266	28	22	7	278	44	122	185
Total	236	195	21	17	5	203	34	89	137
Yes, this was my main email address	54	43	**	**	**	50	**	23	28
	23%	22%	**	**	**	25%	**	26%	20%
Yes, this was my secondary email address	6	5	**	**	**	5	**	1	4
	2%	3%	**	**	**	3%	**	2%	3%
Yes, but I rarely/ never used it	20	16	**	**	**	18	**	10	10
	9%	8%	**	**	**	9%	**	11%	7%
TOTAL 'YES'	81	64	**	**	**	74	**	34	41
	34%	33%	**	**	**	36%	**	38%	30%
No, I didn't use an email address from my previous broadband provider	150	126	**	**	**	125	**	53	91
	63%	65%	**	**	**	62%	**	60%	66%
Don't know	6	5	**	**	**	4	**	2	4
	3%	2%	**	**	**	2%	**	2%	3%

Columns Tested: a,b,c,d - a,b - a,b

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

Q10. Thinking back to when you switched your (SERVICE/S) from [PREVIOUS PROVIDER] to [CURRENT PROVIDER], did you cancel with [PREVIOUS PROVIDER] or did [CURRENT PROVIDER] do this?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	~b	~a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	416	416	416	416	-	72	344	-	-	-	-
Effective Weighted Sample	410	410	410	410	-	72	344	-	-	-	-
Total	326	326	326	326	-	42	284	-	-	-	-
I cancelled the service with my previous provider	106	106	106	106	**	**	87	**	**	**	**
	33%	33%	33%	33%	**	**	31%	**	**	**	**
My new provider cancelled my previous service for me	211	211	211	211	**	**	190	**	**	**	**
	65%	65%	65%	65%	**	**	67%	**	**	**	**
Don't know	8	8	8	8	**	**	7	**	**	**	**
	3%	3%	3%	3%	**	**	2%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q10. Thinking back to when you switched your (SERVICE/S) from [PREVIOUS PROVIDER] to [CURRENT PROVIDER], did you cancel with [PREVIOUS PROVIDER] or did [CURRENT PROVIDER] do this?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	416	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	410	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	326	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I cancelled the service with my previous provider	106	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My new provider cancelled my previous service for me	211	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	65%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q10. Thinking back to when you switched your (SERVICE/S) from [PREVIOUS PROVIDER] to [CURRENT PROVIDER], did you cancel with [PREVIOUS PROVIDER] or did [CURRENT PROVIDER] do this?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted total	416	-	-	185	231	202	165	48	127	138	70	79	265	149
Effective Weighted Sample	410	-	-	182	228	199	163	48	125	136	69	78	261	148
Total	326	-	-	144	182	155	131	39	97	109	55	63	206	118
I cancelled the service with my previous provider	106	**	**	42	65	59	40	**	24	42	**	**	65	39
	33%	**	**	29%	35%	38%	31%	**	24%	38%	**	**	32%	33%
										a				
My new provider cancelled my previous service for me	211	**	**	99	112	93	87	**	72	65	**	**	136	75
	65%	**	**	69%	62%	60%	66%	**	74%	60%	**	**	66%	63%
									b					
Don't know	8	**	**	3	6	4	4	**	2	2	**	**	4	4
	3%	**	**	2%	3%	2%	3%	**	2%	2%	**	**	2%	3%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q10. Thinking back to when you switched your (SERVICE/S) from [PREVIOUS PROVIDER] to [CURRENT PROVIDER], did you cancel with [PREVIOUS PROVIDER] or did [CURRENT PROVIDER] do this?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	b
Significance Level: 95%									
Unweighted total	416	351	39	23	3	340	76	156	241
Effective Weighted Sample	410	346	39	23	3	336	75	154	238
Total	326	274	31	18	2	267	59	121	190
I cancelled the service with my previous provider	106	94	**	**	**	86	**	44	56
	33%	34%	**	**	**	32%	**	36%	29%
My new provider cancelled my previous service for me	211	173	**	**	**	175	**	74	130
	65%	63%	**	**	**	66%	**	61%	68%
Don't know	8	8	**	**	**	6	**	3	5
	3%	3%	**	**	**	2%	**	3%	2%

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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. When you cancelled your service with your previous provider, did you know that your new provider could have done this for you?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	~b	~a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	138	138	138	138	-	32	106	-	-	-	-
Effective Weighted Sample	136	136	136	136	-	32	106	-	-	-	-
Total	106	106	106	106	-	19	87	-	-	-	-
Yes, I knew this without being told by my new provider	35	35	35	35	**	**	27	**	**	**	**
	33%	33%	33%	33%	**	**	31%	**	**	**	**
Yes, I knew this because I was told by my new provider	17	17	17	17	**	**	13	**	**	**	**
	16%	16%	16%	16%	**	**	15%	**	**	**	**
No, I didn't know this	54	54	54	54	**	**	47	**	**	**	**
	51%	51%	51%	51%	**	**	54%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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. When you cancelled your service with your previous provider, did you know that your new provider could have done this for you?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	138	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	136	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	106	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes, I knew this without being told by my new provider	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, I knew this because I was told by my new provider	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, I didn't know this	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

Any break column with 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. When you cancelled your service with your previous provider, did you know that your new provider could have done this for you?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Significance Level: 95%														
Unweighted total	138	-	-	56	82	78	51	9	33	53	25	25	86	50
Effective Weighted Sample	136	-	-	55	81	76	50	9	32	52	25	25	84	49
Total	106	-	-	42	65	59	40	7	24	42	20	20	65	39
Yes, I knew this without being told by my new provider	35	**	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, I knew this because I was told by my new provider	17	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**
No, I didn't know this	54	**	**	**	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with 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. When you cancelled your service with your previous provider, did you know that your new provider could have done this for you?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	~a	~b
Unweighted total	138	122	9	7	-	112	26	58	72
Effective Weighted Sample	136	120	9	7	-	110	26	57	71
Total	106	94	7	5	-	86	20	44	56
Yes, I knew this without being told by my new provider	35	32	**	**	**	29	**	**	**
	33%	35%	**	**	**	34%	**	**	**
Yes, I knew this because I was told by my new provider	17	16	**	**	**	13	**	**	**
	16%	17%	**	**	**	15%	**	**	**
No, I didn't know this	54	45	**	**	**	44	**	**	**
	51%	49%	**	**	**	51%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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. Why did you cancel the service with [PREVIOUS PROVIDER] rather than getting [CURRENT PROVIDER] to arrange the transfer for you?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider who knew their new provider could have done this for them

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	69	69	69	69	-	20	49	-	-	-	-
Effective Weighted Sample	68	68	68	68	-	20	49	-	-	-	-
Total	52	52	52	52	-	12	40	-	-	-	-
To be confident it was cancelled	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I was in contact with the provider anyway	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I was still deciding which provider to change to	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Not sure my previous provider was covered by my new provider's cancellation service	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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. Why did you cancel the service with [PREVIOUS PROVIDER] rather than getting [CURRENT PROVIDER] to arrange the transfer for you?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider who knew their new provider could have done this for them

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	69	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	68	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	52	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
To be confident it was cancelled	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was in contact with the provider anyway	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was still deciding which provider to change to	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not sure my previous provider was covered by my new provider's cancellation service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

Any break column with 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. Why did you cancel the service with [PREVIOUS PROVIDER] rather than getting [CURRENT PROVIDER] to arrange the transfer for you?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider who knew their new provider could have done this for them

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	69	-	-	38	31	32	30	7	20	27	10	12	47	22
Effective Weighted Sample	68	-	-	37	31	31	29	7	19	27	10	12	46	22
Total	52	-	-	28	24	24	23	6	14	21	8	9	35	17
To be confident it was cancelled	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was in contact with the provider anyway	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was still deciding which provider to change to	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not sure my previous provider was covered by my new provider's cancellation service	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with 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. Why did you cancel the service with [PREVIOUS PROVIDER] rather than getting [CURRENT PROVIDER] to arrange the transfer for you?

Base : Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider who knew their new provider could have done this for them

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	69	64	2	3	-	56	13	31	35
Effective Weighted Sample	68	63	2	3	-	55	13	30	34
Total	52	48	2	2	-	42	10	22	27
To be confident it was cancelled	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I was in contact with the provider anyway	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I was still deciding which provider to change to	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Not sure my previous provider was covered by my new provider's cancellation service	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
Wanted to reduce the cost of services	1018	222	475	123	99	42	149	30	253	174	80
	29%	35%	27%	38%	32%	35%	41%	21%	23%	24%	22%
		b				c	c				
Found out about a better deal/ price with another provider	926	213	512	110	103	45	128	41	298	210	88
	26%	34%	30%	34%	34%	38%	35%	28%	27%	29%	24%
		b									
My contract/ deal came to an end	814	159	376	100	60	27	110	22	217	171	46
	23%	25%	22%	31%	20%	23%	30%	15%	20%	23%	13%
		b		b			c		c	c	
I regularly review to check that I have the best deal	602	118	241	63	55	16	71	31	123	92	31
	17%	19%	14%	19%	18%	13%	20%	21%	11%	13%	8%
		b					a	a			
Previous provider increased cost of services	566	144	286	80	64	30	97	17	143	107	35
	16%	23%	17%	24%	21%	25%	26%	12%	13%	15%	10%
		b				c	c			c	
Technical issues with my previous service	483	122	260	69	53	31	73	18	138	98	39
	14%	19%	15%	21%	17%	26%	20%	13%	13%	13%	11%
		b				c	c				
Friends and family mentioned a deal	430	62	218	20	42	16	19	27	156	111	45
	12%	10%	13%	6%	14%	13%	5%	18%	14%	15%	12%
			a		a	b		b			
Poor customer service with previous provider	430	122	233	67	55	34	77	10	111	73	38
	12%	19%	13%	21%	18%	28%	21%	7%	10%	10%	10%
		b				bc	c				

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
When I was advised that my price would rise and I could leave my contract	416 12%	66 10%	156 9%	29 9%	37 12%	12 10%	34 9%	20 14%	90 8%	67 9%	22 6%
Wanted faster broadband services	361 10%	126 20%	126 7%	78 24%	48 16%	35 29%	91 25%	- -%	- -%	- -%	- -%
		b		b		c	c				
My provider contacted me to let me know my contract was coming to an end	342 10%	51 8%	138 8%	29 9%	22 7%	6 5%	29 8%	16 11%	87 8%	62 8%	25 7%
Wanted the convenience of getting all services from one provider	328 9%	36 6%	140 8%	16 5%	21 7%	11 9%	14 4%	11 8%	103 9%	78 11%	26 7%
		a				b		b			
Previous provider would not negotiate on costs	326 9%	93 15%	189 11%	43 13%	49 16%	25 21%	54 15%	13 9%	96 9%	67 9%	29 8%
		b				c					
I heard about other technology or services that I am interested in	306 9%	30 5%	122 7%	11 3%	19 6%	9 8%	12 3%	9 6%	92 8%	65 9%	28 8%
			a			b					
Better compatibility between my different devices/ services	286 8%	35 6%	140 8%	13 4%	22 7%	13 11%	10 3%	11 8%	105 10%	74 10%	31 8%
			a		a	b		b			

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
My provider contacted me to let me know I could get a better deal from them	242 7%	28 4%	96 6%	10 3%	18 6%	6 5%	13 3%	9 7%	68 6%	47 6%	21 6%
New services became available in my area	209 6%	24 4%	82 5%	11 3%	14 4%	8 6% b	9 2%	8 5%	58 5%	39 5%	19 5%
Wanted unlimited broadband services	133 4%	25 4% b	25 1%	17 5%	8 3%	8 6% c	17 5% c	- -%	- -%	- -%	- -%
Wanted additional content or channels	128 4%	41 7% b	41 2%	6 2%	35 11% a	15 13% b	- -%	26 18% b	- -%	- -%	- -%
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	105 3%	33 5% b	33 2%	5 1%	28 9% a	11 9% b	- -%	22 15% ab	- -%	- -%	- -%
Wanted a specific deal or service not available with my previous provider	80 2%	10 2%	50 3%	7 2%	3 1%	- -%	9 2% a	2 1%	39 4%	28 4%	11 3%
Wanted to reduce content or channels	75 2%	17 3% b	17 1%	- -%	17 6% a	5 4% b	- -%	12 8% b	- -%	- -%	- -%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
Other reasons	123	18	74	10	8	2	11	6	56	22	34
	4%	3%	4%	3%	3%	1%	3%	4%	5%	3%	9%
											ab
Can't remember	114	17	68	5	12	3	5	9	51	18	33
	3%	3%	4%	2%	4%	2%	1%	7%	5%	2%	9%
					a			b	b		ab

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
Wanted to reduce the cost of services	1018	56	89	109	80	29	31	38	63	442	315	127	324	118	246	69
	29%	19%	35%	19%	21%	17%	23%	26%	18%	35%	38%	29%	36%	33%	40%	33%
			acdef							c	c					
Found out about a better deal/ price with another provider	926	54	112	131	98	33	25	45	89	280	178	103	205	76	139	39
	26%	19%	44%	23%	25%	19%	18%	30%	25%	22%	21%	23%	22%	21%	22%	18%
			acdef													
My contract/ deal came to an end	814	27	59	131	97	34	9	25	68	346	210	136	274	72	174	36
	23%	9%	23%	23%	25%	20%	6%	17%	19%	27%	25%	31%	30%	20%	28%	17%
			af	af	af	af						b	b		b	
I regularly review to check that I have the best deal	602	28	36	59	49	10	15	14	72	275	174	101	210	66	135	39
	17%	10%	14%	10%	13%	6%	11%	9%	20%	22%	21%	23%	23%	18%	22%	18%
			e		e				a							
Previous provider increased cost of services	566	44	31	68	52	16	14	21	47	211	158	53	156	55	121	37
	16%	15%	12%	12%	13%	9%	10%	15%	13%	17%	19%	12%	17%	15%	20%	18%
										c	c					
Technical issues with my previous service	483	42	35	60	47	14	19	33	50	140	93	47	98	42	68	24
	14%	15%	14%	11%	12%	8%	14%	22%	14%	11%	11%	11%	11%	12%	11%	12%
		e						b								
Friends and family mentioned a deal	430	45	29	82	58	23	14	15	53	143	75	68	103	40	57	18
	12%	16%	12%	15%	15%	14%	10%	11%	15%	11%	9%	16%	11%	11%	9%	9%
												ab				

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
Poor customer service with previous provider	430 12%	23 8%	27 11%	61 11%	48 12%	13 8%	13 10%	22 15%	49 14%	126 10%	77 9%	49 11%	88 10%	38 11%	56 9%	21 10%
When I was advised that my price would rise and I could leave my contract	416 12%	24 8%	15 6%	51 9% f	36 9% f	15 9%	4 3%	12 8%	71 20% a	178 14% c	134 16% c	44 10%	144 16% b	33 9%	110 18% b	24 12%
Wanted faster broadband services	361 10%	- -%	- -%	- -%	- -%	- -%	- -%	36 25% b	55 15%	144 11% c	144 17% ac	- -%	102 11%	42 12%	102 16%	42 20%
My provider contacted me to let me know my contract was coming to an end	342 10%	29 10% b	9 3%	49 9% b	35 9% b	14 8%	10 7%	9 6%	61 17% a	135 11%	87 11%	47 11%	105 12%	29 8%	67 11%	20 10%
Wanted the convenience of getting all services from one provider	328 9%	22 8%	16 6%	65 12% bf	49 13% bf	16 9%	5 4%	10 7%	66 19% a	112 9%	68 8%	44 10%	90 10% b	22 6%	54 9%	14 7%
Previous provider would not negotiate on costs	326 9%	21 8%	28 11%	47 8%	28 7%	18 11%	9 6%	15 10%	36 10%	87 7%	59 7%	28 6%	73 8% b	14 4%	47 8%	12 6%
I heard about other technology or services that I am interested in	306 9%	25 9% bf	9 4%	58 10% bf	40 10% bf	18 11% bf	4 3%	8 5%	64 18% a	112 9%	68 8%	44 10%	81 9%	31 9%	46 7%	22 10%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
Better compatibility between my different devices/ services	286 8%	24 8%	15 6%	66 12% bf	43 11% bf	23 14% bf	4 3%	12 8%	47 13%	87 7%	55 7%	32 7%	70 8%	18 5%	43 7%	12 6%
My provider contacted me to let me know I could get a better deal from them	242 7%	19 7%	13 5%	36 6%	27 7%	9 5%	6 5%	8 5%	50 14% a	88 7%	56 7%	32 7%	73 8% b	14 4%	50 8% b	5 3%
New services became available in my area	209 6%	17 6%	6 2%	35 6% b	26 7% b	10 6%	6 5%	9 6%	47 13% a	70 6%	49 6%	22 5%	57 6%	13 4%	39 6%	9 4%
Wanted unlimited broadband services	133 4%	- -%	- -%	- -%	- -%	- -%	- -%	9 6%	27 7%	72 6% c	72 9% ac	- -%	62 7% b	11 3%	62 10% b	11 5%
Wanted additional content or channels	128 4%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	27 7% a	60 5% c	60 7% ac	- -%	51 6% b	9 3%	51 8% b	9 4%
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	105 3%	- -%	- -%	- -%	- -%	- -%	- -%	2 1%	27 7% a	44 3% c	44 5% ac	- -%	38 4% b	6 2%	38 6% b	6 3%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
Wanted a specific deal or service not available with my previous provider	80 2%	8 3%	6 2%	25 4%	18 5%	6 4%	3 2%	3 2%	9 3%	18 1%	10 1%	8 2%	10 1%	8 2%	5 1%	5 2%
Wanted to reduce content or channels	75 2%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	22 6% a	36 3% c	36 4% c	- -%	28 3%	7 2%	28 5%	7 4%
Other reasons	123 4%	19 7%	13 5%	24 4%	16 4%	9 5%	19 14% abcde	4 3%	20 6%	24 2%	15 2%	9 2%	10 1%	13 4% a	6 1%	8 4% a
Can't remember	114 3%	19 7% b	6 2%	26 5%	16 4%	11 6% b	18 14% abcde	4 3%	6 2%	35 3%	14 2%	21 5% b	22 2%	12 4%	9 2%	5 2%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

Any break column with 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. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
Wanted to reduce the cost of services	1018 29%	78 27%	49 34%	441 27%	572 31% a	577 25%	335 39% a	105 39% a	358 26%	303 33% ae	164 30%	189 30% a	661 29%	353 30% a
Found out about a better deal/ price with another provider	926 26%	65 22%	37 26%	417 25%	506 28%	578 25%	265 30% a	81 30%	333 24%	295 32% acdef	137 25%	158 25%	628 27% a	296 25%
My contract/ deal came to an end	814 23%	100 34%	36 25%	369 22%	444 24%	504 21%	233 27% a	77 28% a	320 23%	224 24%	143 26% d	125 20%	544 24%	268 23%
I regularly review to check that I have the best deal	602 17%	74 25%	27 19%	318 19% b	281 15%	373 16%	166 19% a	64 23% a	267 19% df	153 17%	95 17%	86 14%	420 18% d	182 16%
Previous provider increased cost of services	566 16%	35 12%	18 13%	306 19% b	255 14%	338 14%	167 19% a	60 22% a	230 17%	153 17%	92 17%	89 14%	382 17%	181 15%
Technical issues with my previous service	483 14%	30 10%	18 13%	231 14%	250 14%	344 15% c	112 13%	27 10%	214 15% df	124 13%	70 13%	75 12%	339 15%	145 12%
Friends and family mentioned a deal	430 12%	46 16%	22 15%	228 14% b	198 11%	338 14% bc	69 8%	23 8%	175 13%	101 11%	71 13%	81 13%	276 12%	151 13%
Poor customer service with previous provider	430 12%	32 11%	17 12%	199 12%	229 13%	273 12%	118 14%	39 14%	159 11%	121 13%	72 13%	75 12%	280 12%	147 13%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
When I was advised that my price would rise and I could leave my contract	416 12%	35 12%	9 6%	221 13% b	192 10%	282 12%	100 11%	33 12%	195 14% cdf	115 12% df	52 9%	53 9%	310 13% cdf	105 9%
Wanted faster broadband services	361 10%	- -%	- -%	147 9%	213 12% a	246 10%	94 11%	21 8%	141 10%	112 12% cf	47 9%	60 10%	253 11%	108 9%
My provider contacted me to let me know my contract was coming to an end	342 10%	38 13%	9 6%	187 11% b	151 8%	249 11% b	62 7%	31 11% b	164 12% bdf	80 9%	48 9%	49 8%	245 11% df	98 8%
Wanted the convenience of getting all services from one provider	328 9%	36 12% b	8 5%	158 10%	166 9%	254 11% bc	56 6%	18 7%	173 12% bcdef	66 7%	46 8%	41 7%	239 10% bdf	88 7%
Previous provider would not negotiate on costs	326 9%	26 9% b	3 2%	165 10%	161 9%	218 9%	81 9%	27 10%	144 10% d	85 9%	50 9%	45 7%	229 10% d	96 8%
I heard about other technology or services that I am interested in	306 9%	35 12%	9 6%	183 11% b	120 7%	265 11% bc	30 3%	11 4%	166 12% bcd	66 7%	32 6%	40 6%	233 10% bcd	72 6%
Better compatibility between my different devices/ services	286 8%	27 9%	5 4%	155 9% b	129 7%	241 10% bc	34 4%	11 4%	147 11% bdf	62 7%	47 9% d	29 5%	209 9% bdf	76 7%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with 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. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
My provider contacted me to let me know I could get a better deal from them	242 7%	23 8%	9 6%	146 9% b	92 5%	194 8% bc	40 5%	8 3%	129 9% bcdf	52 6%	34 6%	24 4%	182 8% bdf	59 5%
New services became available in my area	209 6%	18 6%	4 3%	116 7% b	91 5%	167 7% bc	36 4%	7 2%	111 8% bcdf	51 6% d	27 5%	19 3%	161 7% df	47 4%
Wanted unlimited broadband services	133 4%	- -%	- -%	85 5% b	48 3%	99 4%	28 3%	6 2%	55 4%	30 3%	32 6% bde	15 2%	85 4%	47 4%
Wanted additional content or channels	128 4%	- -%	- -%	82 5% b	44 2%	100 4% bc	23 3%	3 1%	75 5% bcdf	27 3%	14 2%	12 2%	102 4% bcdf	26 2%
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	105 3%	- -%	- -%	61 4% b	42 2%	83 4% c	19 2%	2 1%	55 4% bdf	22 2%	15 3%	14 2%	76 3%	29 2%
Wanted a specific deal or service not available with my previous provider	80 2%	5 2%	3 2%	44 3%	34 2%	54 2%	16 2%	10 4%	39 3% df	23 2%	12 2%	7 1%	61 3% d	19 2%
Wanted to reduce content or channels	75 2%	- -%	- -%	47 3% b	28 2%	60 3% c	15 2% c	- -%	40 3% df	16 2%	12 2%	7 1%	56 2% d	19 2%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with 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. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL													
	Total			GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
Other reasons	123	4	5	48	75	62	34	27	40	36	14	33	76	47
	4%	1%	4%	3%	4%	3%	4%	10%	3%	4%	3%	5%	3%	4%
							a	ab				ace		
Can't remember	114	13	8	49	62	86	22	3	22	27	22	34	48	56
	3%	4%	5%	3%	3%	4%	3%	1%	2%	3%	4%	6%	2%	5%
						c				a	ae	abe		abe

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with 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. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
Wanted to reduce the cost of services	1018	877	70	48	**	890	128	439	528
	29%	29%	25%	28%	**	29%	33%	28%	32% a
Found out about a better deal/ price with another provider	926	805	61	49	**	818	108	400	486
	26%	27%	22%	29%	**	26%	27%	25%	29% a
My contract/ deal came to an end	814	716	58	25	**	724	90	360	416
	23%	24% c	21%	15%	**	23%	23%	23%	25%
I regularly review to check that I have the best deal	602	515	47	29	**	530	72	256	316
	17%	17%	17%	17%	**	17%	18%	16%	19% a
Previous provider increased cost of services	566	485	48	23	**	515	50	271	273
	16%	16%	17%	13%	**	17% b	13%	17%	16%
Technical issues with my previous service	483	407	38	30	**	434	50	231	223
	14%	14%	14%	17%	**	14%	13%	15%	13%
Friends and family mentioned a deal	430	369	41	11	**	397	33	228	164
	12%	12% c	14% c	6%	**	13% b	8%	14% b	10%
Poor customer service with previous provider	430	370	37	14	**	381	49	225	189
	12%	12%	13%	8%	**	12%	12%	14% b	11%

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
When I was advised that my price would rise and I could leave my contract	416 12%	353 12%	36 13%	20 12%	** **	384 12% b	32 8%	223 14% b	172 10%
Wanted faster broadband services	361 10%	302 10%	34 12%	18 11%	** **	317 10%	44 11%	169 11%	180 11%
My provider contacted me to let me know my contract was coming to an end	342 10%	299 10%	18 6%	20 12% b	** **	308 10%	34 9%	196 12% b	132 8%
Wanted the convenience of getting all services from one provider	328 9%	277 9%	29 10%	17 10%	** **	300 10%	28 7%	181 11% b	131 8%
Previous provider would not negotiate on costs	326 9%	287 10% c	25 9% c	7 4%	** **	292 9%	34 9%	160 10%	150 9%
I heard about other technology or services that I am interested in	306 9%	264 9%	25 9%	14 8%	** **	292 9% b	14 3%	196 12% b	100 6%
Better compatibility between my different devices/ services	286 8%	248 8%	21 7%	12 7%	** **	260 8%	26 7%	175 11% b	93 6%

Columns Tested: a,b,c,d - a,b - a,b

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Q13. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
My provider contacted me to let me know I could get a better deal from them	242 7%	214 7%	18 6%	6 4%	** **	225 7% b	17 4%	147 9% b	80 5%
New services became available in my area	209 6%	179 6%	19 7%	9 6%	** **	193 6%	16 4%	123 8% b	72 4%
Wanted unlimited broadband services	133 4%	120 4% c	11 4% c	- -%	** **	122 4%	11 3%	67 4%	59 4%
Wanted additional content or channels	128 4%	102 3%	14 5%	10 6%	** **	124 4% b	5 1%	62 4%	63 4%
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	105 3%	87 3%	10 3%	4 3%	** **	100 3% b	5 1%	58 4% b	40 2%
Wanted a specific deal or service not available with my previous provider	80 2%	67 2%	9 3%	4 2%	** **	74 2%	7 2%	39 2%	40 2%
Wanted to reduce content or channels	75 2%	68 2%	2 1%	4 2%	** **	73 2% b	2 1%	44 3% b	28 2%

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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. What made you first think about switching your provider/s?

Base : All eligible respondents (switched or decided not to switch)

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
Other reasons	123	103	12	7	**	95	28	54	65
	4%	3%	4%	4%	**	3%	7% a	3%	4%
Can't remember	114	100	5	6	**	101	12	40	37
	3%	3%	2%	4%	**	3%	3%	2%	2%

Columns Tested: a,b,c,d - a,b - a,b

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

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Compare what different providers were offering	1038	372	815	199	172	68	235	69	443	317	126
	46%	59%	47%	61%	57%	57%	64%	48%	40%	43%	34%
		b					c			c	
Set up a new online account	802	255	641	140	116	51	157	47	385	281	104
	36%	41%	37%	43%	38%	42%	43%	33%	35%	38%	28%
							c		c	c	
Choose the date you wanted to start using the service	731	234	535	105	129	54	131	49	301	214	87
	33%	37%	31%	32%	43%	45%	36%	34%	27%	29%	24%
		b			a	bc					
Find out what you needed to do in order to switch	688	179	523	79	100	42	101	36	343	278	65
	31%	28%	30%	24%	33%	35%	28%	25%	31%	38%	18%
					a	bc			c	ac	
Try to negotiate a better deal with your previous provider	616	191	449	78	112	50	93	48	259	197	62
	28%	30%	26%	24%	37%	41%	25%	33%	23%	27%	17%
		b			a	b		b	c	c	
Contact the provider you were using at the time	582	181	422	73	107	44	94	42	241	180	61
	26%	29%	24%	23%	35%	37%	26%	29%	22%	25%	17%
		b			a	b			c	c	
Experience your previous provider trying to persuade you to stay	541	163	386	71	92	45	80	38	223	177	46
	24%	26%	22%	22%	30%	38%	22%	26%	20%	24%	13%
		b			a	bc			c	c	

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Install any new equipment yourself/ within your household (e.g. router, set top box)	486	282	282	188	94	41	201	40	-	-	-
	22%	45%	16%	58%	31%	34%	55%	27%	-%	-%	-%
		b		b			ac				
Receive any unexpected bills or charges from your previous provider	458	89	310	36	53	26	40	23	220	155	65
	20%	14%	18%	11%	18%	21%	11%	16%	20%	21%	18%
			a		a	b					
Leave your contract early/ before the end of your minimum contract period	413	82	279	35	46	24	36	22	198	146	51
	18%	13%	16%	11%	15%	20%	10%	15%	18%	20%	14%
			a			b				c	
Have an engineer visit by the new provider to install equipment or set up services	385	216	216	66	150	67	94	55	-	-	-
	17%	34%	12%	20%	49%	56%	26%	38%	-%	-%	-%
		b			a	bc		b			
Experience any other devices or products you own not working with the new service	374	57	244	18	39	12	19	25	187	137	50
	17%	9%	14%	5%	13%	10%	5%	17%	17%	19%	14%
			a		a	b		ab		c	
Have to return equipment to your previous provider	291	155	155	60	95	43	85	28	-	-	-
	13%	25%	9%	18%	31%	36%	23%	19%	-%	-%	-%
		b			a	bc					

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	290 13%	146 23% b	146 8%	57 18%	88 29% a	44 37% bc	63 17%	38 26% b	- -%	- -%	- -%
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	245 11%	- -%	245 14% a	- -%	- -%	- -%	- -%	- -%	245 22%	179 24% c	66 18%
Pay up-front costs for your new mobile handset	218 10%	- -%	218 13% a	- -%	- -%	- -%	- -%	- -%	218 20%	141 19%	77 21%
Find out you had to pay any disconnection charges to your previous provider	199 9%	73 12% b	73 4%	22 7%	51 17% a	16 13% b	28 8%	29 20% b	- -%	- -%	- -%
Find out you had to pay a charge for not returning equipment to your previous provider	179 8%	52 8% b	52 3%	14 4%	38 13% a	12 10% b	18 5%	22 15% b	- -%	- -%	- -%
Unlock your handset to take it with you	171 8%	- -%	171 10% a	- -%	- -%	- -%	- -%	- -%	171 16%	130 18% c	42 11%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Lose any content (programmes, apps, photos, data) you had stored from your previous service	41 2%	26 4%	26 1%	6 2%	20 7%	26 21%	- -%	- -%	- -%	- -%	- -%
		b			a	bc					
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	30 1%	17 3%	17 1%	5 2%	12 4%	17 14%	- -%	- -%	- -%	- -%	- -%
		b			a	bc					
None of these	54 2%	9 1%	50 3%	5 1%	4 1%	1 1%	4 1%	3 2%	41 4%	14 2%	27 7%
			a								ab
CONTACTED PREVIOUS PROVIDER INCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	1225 55%	353 56%	899 52%	160 49%	193 64%	82 68%	184 50%	87 60%	546 50%	411 56%	135 37%
		b			a	b		b	c	ac	
CONTACTED PREVIOUS PROVIDER EXCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY	973 44%	279 44%	704 41%	120 37%	160 53%	67 56%	144 39%	69 48%	424 39%	313 43%	111 30%
					a	b			c	c	

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
CONTACTED PREVIOUS PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	935	279	680	125	154	65	147	66	401	307	94
	42%	44%	39%	38%	51%	55%	40%	46%	36%	42%	26%
		b			a	b			c	ac	
Can't remember	89	14	78	7	8	2	7	5	63	26	37
	4%	2%	4%	2%	2%	2%	2%	4%	6%	4%	10%
			a								ab

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Compare what different providers were offering	1038	93	124	226	158	68	33	74	149	**	**	**	**	**	**	**
	46%	32%	49%	40%	40%	40%	25%	50%	42%	**	**	**	**	**	**	**
			acf	af	f	f										
Set up a new online account	802	89	118	179	137	42	44	34	127	**	**	**	**	**	**	**
	36%	31%	46%	32%	35%	25%	33%	23%	36%	**	**	**	**	**	**	**
			acdef		e				a							
Choose the date you wanted to start using the service	731	74	68	160	113	47	25	48	148	**	**	**	**	**	**	**
	33%	26%	27%	28%	29%	28%	18%	33%	41%	**	**	**	**	**	**	**
				f	f											
Find out what you needed to do in order to switch	688	71	108	165	135	30	20	46	119	**	**	**	**	**	**	**
	31%	25%	43%	29%	34%	18%	15%	32%	33%	**	**	**	**	**	**	**
		f	acef	ef	aef											
Try to negotiate a better deal with your previous provider	616	65	51	143	111	32	25	40	127	**	**	**	**	**	**	**
	28%	23%	20%	26%	28%	19%	18%	27%	36%	**	**	**	**	**	**	**
					bef											
Contact the provider you were using at the time	582	58	58	125	89	35	14	30	130	**	**	**	**	**	**	**
	26%	20%	23%	22%	23%	21%	10%	20%	37%	**	**	**	**	**	**	**
		f	f	f	f	f			a							
Experience your previous provider trying to persuade you to stay	541	49	45	129	104	26	13	31	124	**	**	**	**	**	**	**
	24%	17%	18%	23%	26%	15%	10%	21%	35%	**	**	**	**	**	**	**
			f	ef	abef				a							

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Install any new equipment yourself/ within your household (e.g. router, set top box)	486	-	-	-	-	-	-	59	144	**	**	**	**	**	**	**
	22%	-%	-%	-%	-%	-%	-%	40%	41%	**	**	**	**	**	**	**
Receive any unexpected bills or charges from your previous provider	458	64	29	127	93	34	20	27	121	**	**	**	**	**	**	**
	20%	22%	11%	23%	24%	20%	15%	19%	34%	**	**	**	**	**	**	**
		b		b	bf	b			a							
Leave your contract early/ before the end of your minimum contract period	413	60	26	112	76	35	11	24	110	**	**	**	**	**	**	**
	18%	21%	10%	20%	20%	21%	8%	16%	31%	**	**	**	**	**	**	**
		bf		bf	bf	bf			a							
Have an engineer visit by the new provider to install equipment or set up services	385	-	-	-	-	-	-	47	122	**	**	**	**	**	**	**
	17%	-%	-%	-%	-%	-%	-%	32%	34%	**	**	**	**	**	**	**
Experience any other devices or products you own not working with the new service	374	73	17	98	70	28	21	20	110	**	**	**	**	**	**	**
	17%	26%	7%	17%	18%	16%	16%	13%	31%	**	**	**	**	**	**	**
		bcdef		b	b	b	b		a							
Have to return equipment to your previous provider	291	-	-	-	-	-	-	37	99	**	**	**	**	**	**	**
	13%	-%	-%	-%	-%	-%	-%	25%	28%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	290 13%	- -%	- -%	- -%	- -%	- -%	- -%	27 18%	118 33% a	** **	** **	** **	** **	** **	** **	** **
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	245 11%	90 31% bcf	19 7%	136 24% b	96 25% b	41 24% b	22 17% b	- -%	- -%	** **	** **	** **	** **	** **	** **	** **
Pay up-front costs for your new mobile handset	218 10%	59 21% b	28 11%	131 23% b	93 24% b	37 22% b	26 19% b	- -%	- -%	** **	** **	** **	** **	** **	** **	** **
Find out you had to pay any disconnection charges to your previous provider	199 9%	- -%	- -%	- -%	- -%	- -%	- -%	15 10%	111 31% a	** **	** **	** **	** **	** **	** **	** **
Find out you had to pay a charge for not returning equipment to your previous provider	179 8%	- -%	- -%	- -%	- -%	- -%	- -%	18 12%	108 30% a	** **	** **	** **	** **	** **	** **	** **
Unlock your handset to take it with you	171 8%	39 14%	37 14% f	95 17% f	67 17% f	28 16% f	10 7% f	- -%	- -%	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Lose any content (programmes, apps, photos, data) you had stored from your previous service	41 2%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	16 4% a	** **	** **	** **	** **	** **	** **	** **
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	30 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	13 4% a	** **	** **	** **	** **	** **	** **	** **
None of these	54 2%	20 7% bcd	7 3%	14 3%	9 2%	5 3%	17 13% bcde	1 1%	3 1%	** **	** **	** **	** **	** **	** **	** **
CONTACTED PREVIOUS PROVIDER INCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	1225 55%	138 48% f	105 41%	303 54% bef	228 58% abef	75 44%	44 33%	76 52%	250 70% a	** **	** **	** **	** **	** **	** **	** **
CONTACTED PREVIOUS PROVIDER EXCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY	973 44%	110 38% f	86 34%	228 41% f	170 43% bf	59 35%	37 28%	60 41%	209 59% a	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
CONTACTED PREVIOUS PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	935	98	80	223	168	54	26	51	204	**	**	**	**	**	**	**
	42%	34%	31%	40%	43%	32%	19%	35%	57%	**	**	**	**	**	**	**
		f	f	bf	abef	f			a							
Can't remember	89	16	15	33	16	17	12	7	5	**	**	**	**	**	**	**
	4%	5%	6%	6%	4%	10%	9%	5%	1%	**	**	**	**	**	**	**
						d	d	b								

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Compare what different providers were offering	1038	**	**	449	581	700	255	82	429	293	148	165	722	313
	46%	**	**	44%	49%	44%	53%	55%	49%	50%	42%	41%	50%	41%
					a		a	a	cdf	cdf			cdf	
Set up a new online account	802	**	**	373	428	529	203	69	329	230	112	130	559	242
	36%	**	**	37%	36%	33%	42%	47%	38%	39%	32%	32%	38%	32%
							a	a	cdf	cdf			cdf	
Choose the date you wanted to start using the service	731	**	**	360	364	520	163	48	329	188	104	106	517	210
	33%	**	**	35%	31%	32%	34%	33%	38%	32%	29%	26%	35%	28%
				b					bcd				cdf	
Find out what you needed to do in order to switch	688	**	**	334	352	478	163	47	326	178	91	91	503	182
	31%	**	**	33%	30%	30%	34%	32%	37%	30%	26%	23%	35%	24%
									bcd	df			cdf	
Try to negotiate a better deal with your previous provider	616	**	**	322	291	461	121	34	287	164	88	77	451	165
	28%	**	**	32%	24%	29%	25%	23%	33%	28%	25%	19%	31%	22%
				b					bcd	df			cdf	
Contact the provider you were using at the time	582	**	**	272	308	436	117	30	254	169	79	76	423	155
	26%	**	**	27%	26%	27%	24%	20%	29%	29%	22%	19%	29%	20%
									cdf	cdf			cdf	
Experience your previous provider trying to persuade you to stay	541	**	**	293	246	409	102	31	253	139	82	65	391	147
	24%	**	**	29%	21%	26%	21%	21%	29%	24%	23%	16%	27%	19%
				b		b			bcd	d	d		df	

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Install any new equipment yourself/ within your household (e.g. router, set top box)	486	**	**	216	267	305	132	49	191	137	74	82	328	156
	22%	**	**	21%	22%	19%	27%	33%	22%	23%	21%	20%	22%	21%
							a	a						
Receive any unexpected bills or charges from your previous provider	458	**	**	235	221	380	68	9	234	95	61	66	329	128
	20%	**	**	23%	19%	24%	14%	6%	27%	16%	17%	16%	23%	17%
				b		bc	c		bcdef				bcdf	
Leave your contract early/ before the end of your minimum contract period	413	**	**	204	204	349	50	15	192	102	56	63	294	119
	18%	**	**	20%	17%	22%	10%	10%	22%	17%	16%	16%	20%	16%
						bc			bcdf				df	
Have an engineer visit by the new provider to install equipment or set up services	385	**	**	176	207	280	84	20	165	108	56	55	273	111
	17%	**	**	17%	17%	17%	17%	14%	19%	18%	16%	14%	19%	15%
									df				df	
Experience any other devices or products you own not working with the new service	374	**	**	191	175	333	35	5	185	89	54	45	274	99
	17%	**	**	19%	15%	21%	7%	3%	21%	15%	15%	11%	19%	13%
				b		bc			bcdf				df	
Have to return equipment to your previous provider	291	**	**	145	143	198	71	20	117	85	43	44	202	87
	13%	**	**	14%	12%	12%	15%	14%	13%	14%	12%	11%	14%	11%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	290 13%	** **	** **	142 14%	145 12%	213 13% c	65 13% c	11 8%	129 15% df	88 15% df	42 12%	31 8%	217 15% df	72 10%
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	245 11%	** **	** **	112 11%	127 11%	216 14% bc	26 5%	3 2%	117 13% bdf	50 8%	47 13% bd	30 8%	166 11% bd	77 10%
Pay up-front costs for your new mobile handset	218 10%	** **	** **	104 10%	114 10%	181 11% bc	29 6%	8 6%	91 10%	47 8%	47 13% bde	32 8%	138 9%	79 10%
Find out you had to pay any disconnection charges to your previous provider	199 9%	** **	** **	114 11% b	86 7%	174 11% bc	23 5%	3 2%	103 12% cdf	51 9% d	24 7%	21 5%	154 11% cdf	45 6%
Find out you had to pay a charge for not returning equipment to your previous provider	179 8%	** **	** **	100 10% b	78 7%	154 10% bc	21 4%	3 2%	90 10% cdf	47 8%	19 5%	22 5%	137 9% cdf	41 5%
Unlock your handset to take it with you	171 8%	** **	** **	77 8%	92 8%	141 9% bc	25 5%	5 4%	88 10% bdf	34 6%	27 8%	22 5%	121 8% b	49 6%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Lose any content (programmes, apps, photos, data) you had stored from your previous service	41	**	**	24	18	31	8	2	18	12	5	6	30	12
	2%	**	**	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	2%
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	30	**	**	18	11	24	5	-	20	8	2	1	27	2
	1%	**	**	2%	1%	2%	1%	-%	2%	1%	2%	1%	2%	2%
									cdf	df	*	*	df	*
None of these	54	**	**	28	26	34	17	2	7	12	7	27	19	34
	2%	**	**	3%	2%	2%	3%	2%	1%	2%	2%	7%	1%	4%
												abce		abce
CONTACTED PREVIOUS PROVIDER INCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	1225	**	**	604	614	934	224	67	533	328	188	171	862	358
	55%	**	**	59%	52%	58%	46%	46%	61%	56%	53%	42%	59%	47%
				b		bc			bcd	df	d		cdf	
CONTACTED PREVIOUS PROVIDER EXCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY	973	**	**	476	491	744	179	50	432	269	138	131	701	268
	44%	**	**	47%	41%	47%	37%	34%	50%	46%	39%	32%	48%	35%
				b		bc			cdf	cdf			cdf	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES ~a	NO ~b	MALE a	FEMALE b	16-44 a	45-64 b	65+ c	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
CONTACTED PREVIOUS PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	935 42%	** **	** **	460 45% b	469 39% b	707 44% bc	176 36% b	52 35% c	410 47% cdf	255 43% df	140 40% d	124 31% d	665 46% cdf	264 35% f
Can't remember	89 4%	** **	** **	33 3%	52 4%	63 4%	20 4%	4 2%	14 2%	25 4% a	14 4% a	29 7% ae	40 3% e	43 6% ae

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Compare what different providers were offering	1038	878	92	46	**	941	97	455	522
	46%	46%	52%	43%	**	47%	42%	43%	52%
									a
Set up a new online account	802	680	68	41	**	722	80	348	420
	36%	36%	38%	38%	**	36%	35%	33%	42%
									a
Choose the date you wanted to start using the service	731	624	58	35	**	669	61	340	354
	33%	33%	33%	32%	**	33%	27%	32%	35%
						b			
Find out what you needed to do in order to switch	688	603	43	31	**	618	70	322	331
	31%	32%	24%	29%	**	31%	31%	30%	33%
		b							
Try to negotiate a better deal with your previous provider	616	530	40	27	**	567	49	316	259
	28%	28%	23%	25%	**	28%	21%	30%	26%
						b		b	
Contact the provider you were using at the time	582	511	39	21	**	529	53	284	260
	26%	27%	22%	20%	**	26%	23%	27%	26%
Experience your previous provider trying to persuade you to stay	541	459	44	27	**	492	50	284	223
	24%	24%	25%	25%	**	25%	22%	27%	22%
								b	

Columns Tested: a,b,c,d - a,b - a,b

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

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Install any new equipment yourself/ within your household (e.g. router, set top box)	486	408	41	26	**	439	46	212	248
	22%	21%	23%	24%	**	22%	20%	20%	25% a
Receive any unexpected bills or charges from your previous provider	458	390	36	24	**	428	30	274	151
	20%	20%	20%	23%	**	21% b	13%	26% b	15%
Leave your contract early/ before the end of your minimum contract period	413	354	27	21	**	378	35	244	148
	18%	19%	15%	20%	**	19%	15%	23% b	15%
Have an engineer visit by the new provider to install equipment or set up services	385	336	31	16	**	344	41	174	191
	17%	18%	18%	15%	**	17%	18%	16%	19%
Experience any other devices or products you own not working with the new service	374	330	22	17	**	355	19	244	112
	17%	17%	12%	15%	**	18% b	8%	23% b	11%
Have to return equipment to your previous provider	291	246	23	15	**	265	26	129	145
	13%	13%	13%	14%	**	13%	11%	12%	14%

Columns Tested: a,b,c,d - a,b - a,b

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	290 13%	246 13%	26 14%	15 14%	** **	263 13%	27 12%	155 15%	123 12%
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	245 11%	210 11%	17 10%	10 10%	** **	233 12% b	12 5%	168 16% b	63 6%
Pay up-front costs for your new mobile handset	218 10%	188 10%	18 10%	8 8%	** **	207 10% b	11 5%	136 13% b	71 7%
Find out you had to pay any disconnection charges to your previous provider	199 9%	170 9%	12 7%	16 15% ab	** **	190 9% b	9 4%	123 12% b	68 7%
Find out you had to pay a charge for not returning equipment to your previous provider	179 8%	160 8%	11 6%	5 5%	** **	171 9% b	8 3%	113 11% b	54 5%
Unlock your handset to take it with you	171 8%	153 8% b	6 3%	6 6%	** **	160 8%	11 5%	98 9% b	62 6%

Columns Tested: a,b,c,d - a,b - a,b

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

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Lose any content (programmes, apps, photos, data) you had stored from your previous service	41 2%	38 2%	1 1%	- -%	** **	38 2%	4 2%	25 2%	16 2%
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	30 1%	28 1%	1 *%	1 1%	** **	30 1%	- -%	21 2% b	8 1%
None of these	54 2%	48 3%	1 1%	4 4% b	** **	44 2%	9 4%	22 2%	26 3%
CONTACTED PREVIOUS PROVIDER INCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	1225 55%	1051 55%	91 51%	54 50%	** **	1121 56% b	105 46%	627 59% b	514 51%
CONTACTED PREVIOUS PROVIDER EXCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY	973 44%	842 44%	65 36%	40 37%	** **	895 45% b	77 34%	493 46% b	412 41%

Columns Tested: a,b,c,d - a,b - a,b

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

Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
CONTACTED PREVIOUS PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	935	806	70	42	**	846	88	475	395
	42%	42%	39%	39%	**	42%	39%	45% b	39%
Can't remember	89	77	6	5	**	77	12	28	35
	4%	4%	3%	5%	**	4%	5%	3%	3%

Columns Tested: a,b,c,d - a,b - a,b

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

Q14D. Thinking about the date you started using your new [SERVICES] provider, which of the following best applies to you?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
The date was much sooner than I wanted	238 11%	39 6%	160 9%	14 4%	25 8%	21 18%	8 2%	9 7%	121 11%	84 11%	37 10%
			a		a	bc		b			
The date was a little sooner than I wanted	290 13%	39 6%	185 11%	17 5%	22 7%	6 5%	17 5%	16 11%	147 13%	111 15%	35 10%
			a					ab		c	
The date was just when I wanted	1226 55%	406 65%	1008 58%	212 65%	194 64%	70 58%	246 67%	91 63%	601 55%	398 54%	204 56%
		b					a				
The date was a little later than I wanted	271 12%	97 15%	210 12%	55 17%	41 14%	17 14%	64 18%	16 11%	114 10%	88 12%	26 7%
		b					c			c	
The date was much later than I wanted	76 3%	26 4%	55 3%	15 5%	11 4%	4 3%	18 5%	5 4%	29 3%	17 2%	12 3%
TOTAL SOONER	528 24%	78 12%	346 20%	31 9%	47 15%	27 22%	25 7%	26 18%	268 24%	196 27%	72 20%
			a		a	b		b		c	
TOTAL LATER	347 16%	123 20%	265 15%	71 22%	52 17%	20 17%	82 22%	21 14%	142 13%	105 14%	37 10%
		b					c				
Don't know	133 6%	23 4%	112 6%	12 4%	11 4%	3 2%	12 3%	8 5%	90 8%	36 5%	53 15%
			a						b		ab

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q14D. Thinking about the date you started using your new [SERVICES] provider, which of the following best applies to you?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
The date was much sooner than I wanted	238 11%	50 17%	8 3%	63 11%	45 12%	18 11%	15 11%	12 8%	66 19%	** **	** **	** **	** **	** **	** **	** **
		bc		b	b	b	b		a							
The date was a little sooner than I wanted	290 13%	40 14%	23 9%	83 15%	62 16%	21 13%	12 9%	16 11%	88 25%	** **	** **	** **	** **	** **	** **	** **
				b	b				a							
The date was just when I wanted	1226 55%	123 43%	186 73%	292 52%	203 52%	88 52%	72 54%	77 53%	141 40%	** **	** **	** **	** **	** **	** **	** **
			acdef	a	a		a	b								
The date was a little later than I wanted	271 12%	33 11%	17 7%	65 12%	45 12%	19 11%	5 4%	21 15%	39 11%	** **	** **	** **	** **	** **	** **	** **
		f		bf	f	f										
The date was much later than I wanted	76 3%	10 3%	6 2%	13 2%	8 2%	5 3%	3 2%	7 5%	14 4%	** **	** **	** **	** **	** **	** **	** **
TOTAL SOONER	528 24%	90 31%	31 12%	147 26%	107 27%	39 23%	27 20%	28 19%	154 43%	** **	** **	** **	** **	** **	** **	** **
		bf		b	b	b			a							
TOTAL LATER	347 16%	42 15%	22 9%	78 14%	53 14%	25 14%	9 6%	28 19%	53 15%	** **	** **	** **	** **	** **	** **	** **
		f		f	f	f										
Don't know	133 6%	31 11%	15 6%	44 8%	27 7%	17 10%	26 19%	13 9%	8 2%	** **	** **	** **	** **	** **	** **	** **
						abcde		b								

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q14D. Thinking about the date you started using your new [SERVICES] provider, which of the following best applies to you?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
The date was much sooner than I wanted	238	**	**	151	84	210	25	3	123	57	31	25	179	56
	11%	**	**	15%	7%	13%	5%	2%	14%	10%	9%	6%	12%	7%
				b		bc			bcd	f			df	
The date was a little sooner than I wanted	290	**	**	148	139	246	37	6	130	73	51	36	203	87
	13%	**	**	15%	12%	15%	8%	4%	15%	12%	14%	9%	14%	11%
						bc			df		d		d	
The date was just when I wanted	1226	**	**	543	678	789	314	122	450	338	202	231	788	433
	55%	**	**	53%	57%	49%	65%	83%	52%	57%	57%	57%	54%	57%
							a	ab		a				a
The date was a little later than I wanted	271	**	**	97	171	198	64	8	111	75	36	47	186	83
	12%	**	**	9%	14%	12%	13%	6%	13%	13%	10%	12%	13%	11%
					a	c	c							
The date was much later than I wanted	76	**	**	24	50	60	13	1	32	14	17	12	46	29
	3%	**	**	2%	4%	4%	3%	1%	4%	2%	5%	3%	3%	4%
					a						b			
TOTAL SOONER	528	**	**	299	223	456	63	9	253	129	82	61	382	143
	24%	**	**	29%	19%	29%	13%	6%	29%	22%	23%	15%	26%	19%
				b		bc	c		bcd	d	d		bdf	
TOTAL LATER	347	**	**	120	221	258	77	10	142	89	53	59	232	112
	16%	**	**	12%	19%	16%	16%	7%	16%	15%	15%	15%	16%	15%
					a	c	c							
Don't know	133	**	**	59	67	96	29	6	24	32	18	53	56	71
	6%	**	**	6%	6%	6%	6%	4%	3%	5%	5%	13%	4%	9%
										a		abcef		abce

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q14D. Thinking about the date you started using your new [SERVICES] provider, which of the following best applies to you?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
The date was much sooner than I wanted	238	200	19	16	**	229	10	153	67
	11%	10%	10%	15%	**	11% b	4%	14% b	7%
The date was a little sooner than I wanted	290	256	17	15	**	268	21	181	91
	13%	13%	10%	14%	**	13%	9%	17% b	9%
The date was just when I wanted	1226	1046	103	52	**	1081	145	508	648
	55%	55%	58%	48%	**	54%	63% a	48%	64% a
The date was a little later than I wanted	271	233	24	11	**	247	24	141	120
	12%	12%	14%	10%	**	12%	10%	13%	12%
The date was much later than I wanted	76	61	9	3	**	66	10	43	28
	3%	3%	5%	3%	**	3%	4%	4%	3%
TOTAL SOONER	528	456	36	31	**	497	31	334	158
	24%	24%	20%	29%	**	25% b	14%	31% b	16%
TOTAL LATER	347	294	33	14	**	313	34	184	148
	16%	15%	18%	13%	**	16%	15%	17%	15%
Don't know	133	113	7	10	**	114	19	37	52
	6%	6%	4%	10%	**	6%	8%	3%	5%

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	373	114	275	47	67	41	48	25	161	113	48
Effective Weighted Sample	343	111	256	46	65	41	47	25	160	113	48
Total	413	82	279	35	46	24	36	22	198	146	51
Yes	276	45	184	**	**	**	**	**	139	107	**
	67%	55%	66%	**	**	**	**	**	71%	73%	**
			a								
No	122	32	86	**	**	**	**	**	53	36	**
	30%	40%	31%	**	**	**	**	**	27%	25%	**
Don't know	15	4	9	**	**	**	**	**	5	3	**
	4%	5%	3%	**	**	**	**	**	2%	2%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	373	48	21	92	59	33	10	28	70	-	-	-	-	-	-	-
Effective Weighted Sample	343	48	21	91	59	33	10	28	70	-	-	-	-	-	-	-
Total	413	60	26	112	76	35	11	24	110	-	-	-	-	-	-	-
Yes	276	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	67%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	122	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

Any break column with 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. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	~b	~c	a	~b	~c	~d	e	f
Unweighted total	373	-	-	182	186	307	50	16	169	91	52	61	260	113
Effective Weighted Sample	343	-	-	166	172	285	44	15	155	84	48	56	239	104
Total	413	-	-	204	204	349	50	15	192	102	56	63	294	119
Yes	276	**	**	147	127	239	**	**	144	**	**	**	200	76
	67%	**	**	72%	63%	68%	**	**	75%	**	**	**	68%	64%
									f					
No	122	**	**	56	63	98	**	**	44	**	**	**	84	38
	30%	**	**	27%	31%	28%	**	**	23%	**	**	**	29%	31%
Don't know	15	**	**	1	13	12	**	**	4	**	**	**	10	6
	4%	**	**	1%	6%	4%	**	**	2%	**	**	**	3%	5%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with 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. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	373	318	25	19	11	339	34	215	139
Effective Weighted Sample	343	293	23	17	10	312	31	199	126
Total	413	354	27	21	10	378	35	244	148
Yes	276	233	**	**	**	250	**	176	91
	67%	66%	**	**	**	66%	**	72% b	61%
No	122	110	**	**	**	113	**	57	54
	30%	31%	**	**	**	30%	**	23%	36% a
Don't know	15	11	**	**	**	15	**	11	3
	4%	3%	**	**	**	4%	**	4%	2%

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Yes	276	45	184	17	28	14	18	13	139	107	32
	12%	7%	11%	5%	9%	12%	5%	9%	13%	15%	9%
			a		a	b				c	
No	122	32	86	15	18	9	15	9	53	36	17
	5%	5%	5%	5%	6%	7%	4%	6%	5%	5%	5%
Don't know	15	4	9	3	1	1	3	-	5	3	2
	1%	1%	1%	1%	*%	1%	1%	-%	*%	*%	1%
DID NOT LEAVE CONTRACT EARLY	1821	548	1452	291	258	96	329	123	903	588	316
	82%	87%	84%	89%	85%	80%	90%	85%	82%	80%	86%
		b					a				b

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Yes	276	49	12	78	56	22	6	13	79	**	**	**	**	**	**	**
	12%	17%	5%	14%	14%	13%	5%	9%	22%	**	**	**	**	**	**	**
		bf		bf	bf	bf		a								
No	122	10	14	30	18	12	3	11	25	**	**	**	**	**	**	**
	5%	3%	5%	5%	5%	7%	2%	8%	7%	**	**	**	**	**	**	**
Don't know	15	1	-	4	3	1	1	-	6	**	**	**	**	**	**	**
	1%	*%	-%	1%	1%	1%	1%	-%	2%	**	**	**	**	**	**	**
DID NOT LEAVE CONTRACT EARLY	1821	226	228	449	315	134	123	123	246	**	**	**	**	**	**	**
	82%	79%	90%	80%	80%	79%	92%	84%	69%	**	**	**	**	**	**	**
			acde				acde	b								

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

Any break column with 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. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Yes	276	**	**	147	127	239	31	6	144	56	35	41	200	76
	12%	**	**	14%	11%	15%	6%	4%	17%	10%	10%	10%	14%	10%
				b		bc			bcd	f			bf	
No	122	**	**	56	63	98	18	7	44	40	18	20	84	38
	5%	**	**	5%	5%	6%	4%	4%	5%	7%	5%	5%	6%	5%
						b								
Don't know	15	**	**	1	13	12	1	2	4	5	3	3	10	6
	1%	**	**	*%	1%	1%	*%	2%	*%	1%	1%	1%	1%	1%
					a			b						
DID NOT LEAVE CONTRACT EARLY	1821	**	**	816	986	1251	433	133	677	487	299	341	1164	640
	82%	**	**	80%	83%	78%	90%	90%	78%	83%	84%	84%	80%	84%
							a	a		a	a	ae		ae

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with 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. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Yes	276	233	18	14	**	250	26	176	91
	12%	12%	10%	13%	**	12%	11%	17% b	9%
No	122	110	6	6	**	113	9	57	54
	5%	6%	3%	6%	**	6%	4%	5%	5%
Don't know	15	11	3	1	**	15	1	11	3
	1%	1%	2%	1%	**	1%	*%	1%	*%
DID NOT LEAVE CONTRACT EARLY	1821	1555	151	86	**	1628	193	818	858
	82%	81%	85%	80%	**	81%	85%	77%	85% a

Columns Tested: a,b,c,d - a,b - a,b

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

SUMMARY OF CHARGES FROM PREVIOUS PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
EARLY TERMINATION CHARGE	276	45	184	17	28	14	18	13	139	107	32
	12%	7%	11%	5%	9%	12%	5%	9%	13%	15%	9%
			a		a	b				c	
DISCONNECTION CHARGE	199	73	73	22	51	16	28	29	-	-	-
	9%	12%	4%	7%	17%	13%	8%	20%	-%	-%	-%
		b			a	b		b			
EQUIPMENT CHARGE	179	52	52	14	38	12	18	22	-	-	-
	8%	8%	3%	4%	13%	10%	5%	15%	-%	-%	-%
		b			a	b		b			
ANY CHARGES FROM PREVIOUS PROVIDER	496	134	273	44	89	32	52	49	139	107	32
	22%	21%	16%	14%	29%	27%	14%	34%	13%	15%	9%
		b			a	b		b		c	
NONE OF THESE	1738	496	1458	282	215	88	313	96	962	627	335
	78%	79%	84%	86%	71%	73%	86%	66%	87%	85%	91%
			a	b			ac				b

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

SUMMARY OF CHARGES FROM PREVIOUS PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
EARLY TERMINATION CHARGE	276	49	12	78	56	22	6	13	79	**	**	**	**	**	**	**
	12%	17%	5%	14%	14%	13%	5%	9%	22%	**	**	**	**	**	**	**
		bf		bf	bf	bf			a							
DISCONNECTION CHARGE	199	-	-	-	-	-	-	15	111	**	**	**	**	**	**	**
	9%	-%	-%	-%	-%	-%	-%	10%	31%	**	**	**	**	**	**	**
									a							
EQUIPMENT CHARGE	179	-	-	-	-	-	-	18	108	**	**	**	**	**	**	**
	8%	-%	-%	-%	-%	-%	-%	12%	30%	**	**	**	**	**	**	**
									a							
ANY CHARGES FROM PREVIOUS PROVIDER	496	49	12	78	56	22	6	36	187	**	**	**	**	**	**	**
	22%	17%	5%	14%	14%	13%	5%	25%	52%	**	**	**	**	**	**	**
		bf		bf	bf	bf			a							
NONE OF THESE	1738	237	242	483	335	147	127	111	170	**	**	**	**	**	**	**
	78%	83%	95%	86%	86%	87%	95%	75%	48%	**	**	**	**	**	**	**
			acde				acde		b							

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

SUMMARY OF CHARGES FROM PREVIOUS PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
EARLY TERMINATION CHARGE	276	**	**	147	127	239	31	6	144	56	35	41	200	76
	12%	**	**	14%	11%	15%	6%	4%	17%	10%	10%	10%	14%	10%
				b		bc			bcd				bf	
DISCONNECTION CHARGE	199	**	**	114	86	174	23	3	103	51	24	21	154	45
	9%	**	**	11%	7%	11%	5%	2%	12%	9%	7%	5%	11%	6%
				b		bc			cd	d			cd	
EQUIPMENT CHARGE	179	**	**	100	78	154	21	3	90	47	19	22	137	41
	8%	**	**	10%	7%	10%	4%	2%	10%	8%	5%	5%	9%	5%
				b		bc			cd				cd	
ANY CHARGES FROM PREVIOUS PROVIDER	496	**	**	261	234	427	60	9	251	109	67	70	359	137
	22%	**	**	26%	20%	27%	12%	6%	29%	18%	19%	17%	25%	18%
				b		bc	c		bcd				bcd	
NONE OF THESE	1738	**	**	760	955	1173	423	138	619	480	288	334	1099	622
	78%	**	**	74%	80%	73%	88%	94%	71%	82%	81%	83%	75%	82%
					a		a	ab		ae	ae	ae	a	ae

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

SUMMARY OF CHARGES FROM PREVIOUS PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
EARLY TERMINATION CHARGE	276	233	18	14	**	250	26	176	91
	12%	12%	10%	13%	**	12%	11%	17%	9%
								b	
DISCONNECTION CHARGE	199	170	12	16	**	190	9	123	68
	9%	9%	7%	15%	**	9%	4%	12%	7%
				ab		b		b	
EQUIPMENT CHARGE	179	160	11	5	**	171	8	113	54
	8%	8%	6%	5%	**	9%	3%	11%	5%
						b		b	
ANY CHARGES FROM PREVIOUS PROVIDER	496	427	33	23	**	461	35	306	166
	22%	22%	19%	21%	**	23%	15%	29%	17%
						b		b	
NONE OF THESE	1738	1482	145	84	**	1545	193	756	840
	78%	78%	81%	79%	**	77%	85%	71%	83%
							a		a

Columns Tested: a,b,c,d - a,b - a,b

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

Q16. When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period and who had to pay an 'early termination charge'

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	~b	~c
Significance Level: 95%											
Unweighted total	241	63	176	23	40	24	24	15	113	83	30
Effective Weighted Sample	223	61	165	23	39	24	24	15	112	83	30
Total	276	45	184	17	28	14	18	13	139	107	32
Before I had look at any alternatives/ contacted any other providers	101	**	62	**	**	**	**	**	45	**	**
	37%	**	33%	**	**	**	**	**	33%	**	**
After I had looked at alternatives but before I had made a final decision	116	**	75	**	**	**	**	**	65	**	**
	42%	**	41%	**	**	**	**	**	46%	**	**
After I had decided on an alternative provider, but before I had signed up	36	**	29	**	**	**	**	**	20	**	**
	13%	**	16%	**	**	**	**	**	14%	**	**
After I had signed up with an alternative provider	20	**	17	**	**	**	**	**	8	**	**
	7%	**	9%	**	**	**	**	**	6%	**	**
Don't know	3	**	1	**	**	**	**	**	1	**	**
	1%	**	1%	**	**	**	**	**	1%	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q16. When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period and who had to pay an 'early termination charge'

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	241	39	10	64	43	21	6	15	50	-	-	-	-	-	-	-
Effective Weighted Sample	223	39	10	64	43	21	6	15	50	-	-	-	-	-	-	-
Total	276	49	12	78	56	22	6	13	79	-	-	-	-	-	-	-
Before I had look at any alternatives/ contacted any other providers	101 37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	116 42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	36 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	20 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	3 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q16. When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period and who had to pay an 'early termination charge'

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	~b	~c	a	~b	~c	~d	e	~f
Significance Level: 95%														
Unweighted total	241	-	-	126	114	205	30	6	122	49	32	38	171	70
Effective Weighted Sample	223	-	-	116	107	191	27	5	113	45	30	35	158	65
Total	276	-	-	147	127	239	31	6	144	56	35	41	200	76
Before I had look at any alternatives/ contacted any other providers	101	**	**	54	47	88	**	**	57	**	**	**	73	**
	37%	**	**	37%	37%	37%	**	**	40%	**	**	**	36%	**
After I had looked at alternatives but before I had made a final decision	116	**	**	68	47	102	**	**	62	**	**	**	87	**
	42%	**	**	46%	37%	43%	**	**	43%	**	**	**	43%	**
After I had decided on an alternative provider, but before I had signed up	36	**	**	16	20	33	**	**	19	**	**	**	30	**
	13%	**	**	11%	15%	14%	**	**	13%	**	**	**	15%	**
After I had signed up with an alternative provider	20	**	**	7	12	13	**	**	5	**	**	**	11	**
	7%	**	**	5%	10%	5%	**	**	4%	**	**	**	5%	**
Don't know	3	**	**	1	2	3	**	**	-	**	**	**	-	**
	1%	**	**	1%	1%	1%	**	**	-%	**	**	**	-%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q16. When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?

Base : Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period and who had to pay an 'early termination charge'

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	~b
Unweighted total	241	203	16	11	11	217	24	150	83
Effective Weighted Sample	223	188	15	10	10	201	22	140	76
Total	276	233	18	14	10	250	26	176	91
Before I had look at any alternatives/ contacted any other providers	101	90	**	**	**	90	**	56	**
	37%	39%	**	**	**	36%	**	32%	**
After I had looked at alternatives but before I had made a final decision	116	95	**	**	**	109	**	85	**
	42%	41%	**	**	**	43%	**	48%	**
After I had decided on an alternative provider, but before I had signed up	36	30	**	**	**	32	**	21	**
	13%	13%	**	**	**	13%	**	12%	**
After I had signed up with an alternative provider	20	15	**	**	**	17	**	11	**
	7%	6%	**	**	**	7%	**	6%	**
Don't know	3	3	**	**	**	3	**	3	**
	1%	1%	**	**	**	1%	**	2%	**

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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. When did you find out you had to pay any disconnection charges to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay any disconnection charges to their previous provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	188	100	100	30	70	27	39	34	-	-	-
Effective Weighted Sample	163	97	97	29	68	27	38	34	-	-	-
Total	199	73	73	22	51	16	28	29	-	-	-
Before I had looked at any alternatives/ contacted any other providers	64	20	20	**	**	**	**	**	**	**	**
	32%	27%	27%	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	92	27	27	**	**	**	**	**	**	**	**
	46%	37%	37%	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	23	10	10	**	**	**	**	**	**	**	**
	12%	14%	14%	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	17	14	14	**	**	**	**	**	**	**	**
	9%	19%	19%	**	**	**	**	**	**	**	**
Don't know	2	2	2	**	**	**	**	**	**	**	**
	1%	2%	2%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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. When did you find out you had to pay any disconnection charges to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay any disconnection charges to their previous provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	188	-	-	-	-	-	-	17	71	-	-	-	-	-	-	-
Effective Weighted Sample	163	-	-	-	-	-	-	17	71	-	-	-	-	-	-	-
Total	199	-	-	-	-	-	-	15	111	-	-	-	-	-	-	-
Before I had looked at any alternatives/ contacted any other providers	64	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	92	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

Any break column with 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. When did you find out you had to pay any disconnection charges to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay any disconnection charges to their previous provider

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	~b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	188	-	-	106	82	160	25	3	94	46	26	22	140	48
Effective Weighted Sample	163	-	-	92	72	140	21	3	82	41	22	19	122	42
Total	199	-	-	114	86	174	23	3	103	51	24	21	154	45
Before I had looked at any alternatives/ contacted any other providers	64	**	**	40	**	53	**	**	**	**	**	**	50	**
	32%	**	**	35%	**	31%	**	**	**	**	**	**	32%	**
After I had looked at alternatives but before I had made a final decision	92	**	**	49	**	86	**	**	**	**	**	**	69	**
	46%	**	**	43%	**	50%	**	**	**	**	**	**	45%	**
After I had decided on an alternative provider, but before I had signed up	23	**	**	15	**	20	**	**	**	**	**	**	20	**
	12%	**	**	13%	**	12%	**	**	**	**	**	**	13%	**
After I had signed up with an alternative provider	17	**	**	9	**	13	**	**	**	**	**	**	14	**
	9%	**	**	8%	**	7%	**	**	**	**	**	**	9%	**
Don't know	2	**	**	1	**	1	**	**	**	**	**	**	2	**
	1%	**	**	1%	**	*0%	**	**	**	**	**	**	1%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with 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. When did you find out you had to pay any disconnection charges to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay any disconnection charges to their previous provider

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	~b
Unweighted total	188	159	12	15	2	179	9	114	64
Effective Weighted Sample	163	139	10	13	2	155	8	99	56
Total	199	170	12	16	1	190	9	123	68
Before I had looked at any alternatives/ contacted any other providers	64	55	**	**	**	62	**	40	**
	32%	33%	**	**	**	32%	**	33%	**
After I had looked at alternatives but before I had made a final decision	92	78	**	**	**	88	**	61	**
	46%	46%	**	**	**	46%	**	49%	**
After I had decided on an alternative provider, but before I had signed up	23	21	**	**	**	23	**	14	**
	12%	12%	**	**	**	12%	**	11%	**
After I had signed up with an alternative provider	17	14	**	**	**	15	**	8	**
	9%	8%	**	**	**	8%	**	6%	**
Don't know	2	2	**	**	**	2	**	-	**
	1%	1%	**	**	**	1%	**	-%	**

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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. When did you find out you had to pay any charges for not returning equipment to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay a charge for not returning equipment to their previous provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	162	72	72	19	53	21	26	25	-	-	-
Effective Weighted Sample	142	70	70	19	51	21	25	25	-	-	-
Total	179	52	52	14	38	12	18	22	-	-	-
Before I had looked at any alternatives/ contacted any other providers	60 34%	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	73 41%	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	28 16%	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	11 6%	**	**	**	**	**	**	**	**	**	**
Don't know	6 3%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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. When did you find out you had to pay any charges for not returning equipment to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay a charge for not returning equipment to their previous provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	162	-	-	-	-	-	-	21	69	-	-	-	-	-	-	-
Effective Weighted Sample	142	-	-	-	-	-	-	21	69	-	-	-	-	-	-	-
Total	179	-	-	-	-	-	-	18	108	-	-	-	-	-	-	-
Before I had looked at any alternatives/ contacted any other providers	60	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	73	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

Any break column with 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. When did you find out you had to pay any charges for not returning equipment to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay a charge for not returning equipment to their previous provider

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	~a	~b	a	~b	~c	~a	~b	~c	~d	e	~f
Significance Level: 95%														
Unweighted total	162	-	-	92	70	138	20	4	79	42	20	21	121	41
Effective Weighted Sample	142	-	-	80	62	121	17	4	69	37	18	18	106	36
Total	179	-	-	100	78	154	21	3	90	47	19	22	137	41
Before I had looked at any alternatives/ contacted any other providers	60	**	**	**	**	54	**	**	**	**	**	**	52	**
	34%	**	**	**	**	35%	**	**	**	**	**	**	38%	**
After I had looked at alternatives but before I had made a final decision	73	**	**	**	**	66	**	**	**	**	**	**	54	**
	41%	**	**	**	**	43%	**	**	**	**	**	**	39%	**
After I had decided on an alternative provider, but before I had signed up	28	**	**	**	**	23	**	**	**	**	**	**	19	**
	16%	**	**	**	**	15%	**	**	**	**	**	**	14%	**
After I had signed up with an alternative provider	11	**	**	**	**	7	**	**	**	**	**	**	10	**
	6%	**	**	**	**	4%	**	**	**	**	**	**	7%	**
Don't know	6	**	**	**	**	5	**	**	**	**	**	**	3	**
	3%	**	**	**	**	3%	**	**	**	**	**	**	2%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with 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. When did you find out you had to pay any charges for not returning equipment to your previous provider?

Base : Those interviewed about their switching experience in the last six months who found out they had to pay a charge for not returning equipment to their previous provider

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	~a	~b
Unweighted total	162	144	10	5	3	154	8	98	54
Effective Weighted Sample	142	127	8	4	3	135	7	86	47
Total	179	160	11	5	2	171	8	113	54
Before I had looked at any alternatives/ contacted any other providers	60	56	**	**	**	60	**	**	**
	34%	35%	**	**	**	35%	**	**	**
After I had looked at alternatives but before I had made a final decision	73	67	**	**	**	70	**	**	**
	41%	42%	**	**	**	41%	**	**	**
After I had decided on an alternative provider, but before I had signed up	28	22	**	**	**	24	**	**	**
	16%	14%	**	**	**	14%	**	**	**
After I had signed up with an alternative provider	11	11	**	**	**	10	**	**	**
	6%	7%	**	**	**	6%	**	**	**
Don't know	6	5	**	**	**	6	**	**	**
	3%	3%	**	**	**	4%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Arranging the switch so that you were not paying for your old and new services at the same time (P)	381 17%	68 11%	265 15% a	18 5%	50 16% a	29 24% bc	22 6%	17 12% b	197 18%	131 18%	66 18%
Cancelling your previous service (P)	362 16%	72 11%	247 14% a	15 4%	57 19% a	31 26% bc	19 5%	22 15% b	175 16%	109 15%	66 18%
Arranging the switch so that you always had access to your services (P)	359 16%	70 11%	245 14% a	22 7%	48 16% a	23 20% b	21 6%	26 18% b	175 16%	122 17%	53 15%
Understanding the relevant steps required to switch provider	335 15%	54 9%	225 13% a	11 3%	44 14% a	20 17% b	12 3%	22 15% b	170 15%	126 17% c	45 12%
Finding time to research the market	306 14%	53 8%	218 13% a	13 4%	39 13% a	21 18% b	11 3%	21 14% b	165 15% c	127 17% c	38 10%
Contacting your new provider	296 13%	48 8%	198 11% a	13 4%	35 12% a	22 19% b	10 3%	16 11% b	150 14%	107 15%	43 12%
Getting a better deal with your previous provider	241 11%	89 14% b	184 11%	30 9%	59 20% a	31 26% bc	37 10%	22 15%	95 9%	74 10% c	21 6%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Resolving billing issues with your previous provider	178	37	130	12	26	15	17	6	92	65	28
	8%	6%	7%	4%	8%	12%	5%	4%	8%	9%	8%
					a	bc					
Getting the switch to happen on the date you wanted (P)	135	27	89	8	19	11	10	6	62	39	23
	6%	4%	5%	2%	6%	9%	3%	4%	6%	5%	6%
					a	b					
Your previous provider trying to persuade you to stay	118	36	86	8	28	19	11	7	50	40	10
	5%	6%	5%	3%	9%	16%	3%	5%	5%	5%	3%
					a	bc				c	
Comparing what different providers are offering	118	26	79	8	18	13	7	6	53	36	17
	5%	4%	5%	2%	6%	11%	2%	4%	5%	5%	5%
					a	bc					
Contacting your previous provider	117	29	83	10	19	13	14	2	55	38	17
	5%	5%	5%	3%	6%	11%	4%	1%	5%	5%	5%
					a	bc					
Keeping/ transferring your phone number	111	-	111	-	-	-	-	-	111	111	-
	5%	-%	6%	-%	-%	-%	-%	-%	10%	15%	-%
			a						c	ac	
Other devices or products you own not working with the new service	111	13	73	3	11	7	3	3	60	45	15
	5%	2%	4%	1%	3%	6%	1%	2%	5%	6%	4%
			a		a	b					

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Paying the charge to exit your contract early	106	17	70	6	12	10	4	3	52	38	15
	5%	3%	4%	2%	4%	8%	1%	2%	5%	5%	4%
						bc					
Setting up a new online account	93	17	69	6	11	8	5	3	52	40	12
	4%	3%	4%	2%	4%	7%	1%	2%	5%	5%	3%
						bc					
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	84	-	84	-	-	-	-	-	84	71	13
	4%	-%	5%	-%	-%	-%	-%	-%	8%	10%	3%
			a						c	c	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	67	16	16	3	12	9	3	3	-	-	-
	3%	2%	1%	1%	4%	8%	1%	2%	-%	-%	-%
		b			a	bc					
Having new equipment installed by the new provider	63	24	24	5	19	11	7	6	-	-	-
	3%	4%	1%	1%	6%	9%	2%	4%	-%	-%	-%
		b			a	b					
Paying a disconnection charge to your previous provider	57	18	18	3	15	8	3	7	-	-	-
	3%	3%	1%	1%	5%	6%	1%	5%	-%	-%	-%
		b			a	b		b			
Returning your previous provider's equipment	57	20	20	4	15	8	6	5	-	-	-
	3%	3%	1%	1%	5%	7%	2%	4%	-%	-%	-%
		b			a	b					

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	56	14	14	2	11	6	5	3	-	-	-
	3%	2%	1%	1%	4%	5%	1%	2%	-%	-%	-%
		b			a	b					
Unlocking your handset to take it with you	45	-	45	-	-	-	-	-	45	36	9
	2%	-%	3%	-%	-%	-%	-%	-%	4%	5%	2%
			a								
ANY PROCESS DIFFICULTIES (P)	745	135	511	40	95	40	49	47	376	251	125
	33%	21%	30%	12%	31%	33%	13%	32%	34%	34%	34%
			a		a	b		b			
NONE OF THESE	1177	389	966	240	149	55	260	74	577	372	206
	53%	62%	56%	74%	49%	46%	71%	51%	52%	51%	56%
		b		b			ac				
Base for stats	2234	630	1731	326	304	120	365	145	1101	734	367
Mean number of difficulties	1.7	1.2	1.5	.6	1.8	2.6	.6	1.4	1.7	1.8	1.3
			a		a	bc		b	c	c	
Standard deviation	2.52	2.40	2.36	1.45	2.99	4.09	1.34	2.06	2.32	2.45	1.99
Standard error	.05	.08	.06	.07	.14	.29	.06	.16	.08	.10	.11

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	381 17%	67 23% b	18 7%	112 20% b	74 19% b	38 23% b	20 15% b	27 18%	89 25%	** **	** **	** **	** **	** **	** **	** **
Cancelling your previous service (P)	362 16%	65 23% bcd	24 10%	85 15%	54 14%	31 18% b	22 17%	26 18%	89 25%	** **	** **	** **	** **	** **	** **	** **
Arranging the switch so that you always had access to your services (P)	359 16%	70 25% bcd	18 7%	87 16% b	58 15% b	29 17% b	17 13%	26 18%	88 25%	** **	** **	** **	** **	** **	** **	** **
Understanding the relevant steps required to switch provider	335 15%	68 24% bcef	12 5%	91 16% b	69 18% b	22 13% b	17 13% b	24 16%	86 24%	** **	** **	** **	** **	** **	** **	** **
Finding time to research the market	306 14%	67 23% bcdef	19 8%	79 14% b	61 16% b	18 11% b	14 10%	15 11%	72 20% a	** **	** **	** **	** **	** **	** **	** **
Contacting your new provider	296 13%	62 22% bcde	11 4%	77 14% b	58 15% b	19 11% b	20 15% b	21 14%	77 22%	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Getting a better deal with your previous provider	241	22	21	52	36	16	5	16	41	**	**	**	**	**	**	**
	11%	8%	8%	9%	9%	9%	4%	11%	11%	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	178	33	13	46	31	15	7	6	42	**	**	**	**	**	**	**
	8%	12%	5%	8%	8%	9%	6%	4%	12%	**	**	**	**	**	**	**
		b							a							
Getting the switch to happen on the date you wanted (P)	135	26	8	27	17	11	10	7	39	**	**	**	**	**	**	**
	6%	9%	3%	5%	4%	6%	7%	5%	11%	**	**	**	**	**	**	**
		bcd							a							
Your previous provider trying to persuade you to stay	118	11	6	33	28	4	3	7	25	**	**	**	**	**	**	**
	5%	4%	2%	6%	7%	3%	2%	5%	7%	**	**	**	**	**	**	**
					be											
Comparing what different providers are offering	118	27	6	20	12	9	6	9	30	**	**	**	**	**	**	**
	5%	9%	2%	4%	3%	5%	5%	6%	8%	**	**	**	**	**	**	**
		bcd														
Contacting your previous provider	117	22	8	24	17	7	5	3	31	**	**	**	**	**	**	**
	5%	8%	3%	4%	4%	4%	4%	2%	9%	**	**	**	**	**	**	**
		b							a							
Keeping/ transferring your phone number	111	39	8	65	65	-	-	-	-	**	**	**	**	**	**	**
	5%	14%	3%	12%	17%	-%	-%	-%	-%	**	**	**	**	**	**	**
		bef	ef	bef	bcef											

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	111	27	3	31	25	6	9	6	31	**	**	**	**	**	**	**
	5%	9%	1%	6%	6%	4%	6%	4%	9%	**	**	**	**	**	**	**
		be		b	b		b									
Paying the charge to exit your contract early	106	24	1	27	17	11	4	7	30	**	**	**	**	**	**	**
	5%	8%	1%	5%	4%	6%	3%	5%	8%	**	**	**	**	**	**	**
		b		b	b	b										
Setting up a new online account	93	22	5	25	19	5	5	3	22	**	**	**	**	**	**	**
	4%	8%	2%	4%	5%	3%	4%	2%	6%	**	**	**	**	**	**	**
		b						a								
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	84	39	5	40	34	6	6	-	-	**	**	**	**	**	**	**
	4%	14%	2%	7%	9%	4%	5%	-%	-%	**	**	**	**	**	**	**
		bcef		b	b											
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	67	-	-	-	-	-	-	6	46	**	**	**	**	**	**	**
	3%	-%	-%	-%	-%	-%	-%	4%	13%	**	**	**	**	**	**	**
								a								
Having new equipment installed by the new provider	63	-	-	-	-	-	-	3	36	**	**	**	**	**	**	**
	3%	-%	-%	-%	-%	-%	-%	2%	10%	**	**	**	**	**	**	**
								a								

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	57	-	-	-	-	-	-	3	36	**	**	**	**	**	**	**
	3%	-%	-%	-%	-%	-%	-%	2%	10%	**	**	**	**	**	**	**
									a							
Returning your previous provider's equipment	57	-	-	-	-	-	-	6	31	**	**	**	**	**	**	**
	3%	-%	-%	-%	-%	-%	-%	4%	9%	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	56	-	-	-	-	-	-	8	35	**	**	**	**	**	**	**
	3%	-%	-%	-%	-%	-%	-%	5%	10%	**	**	**	**	**	**	**
Unlocking your handset to take it with you	45	15	5	24	17	7	1	-	-	**	**	**	**	**	**	**
	2%	5%	2%	4%	4%	4%	1%	-%	-%	**	**	**	**	**	**	**
		f														
ANY PROCESS DIFFICULTIES (P)	745	135	45	196	131	65	41	58	176	**	**	**	**	**	**	**
	33%	47%	18%	35%	33%	38%	30%	40%	49%	**	**	**	**	**	**	**
		bcd	f	b	b	b	b									
NONE OF THESE	1177	111	177	289	202	87	79	74	137	**	**	**	**	**	**	**
	53%	39%	69%	52%	52%	52%	59%	50%	38%	**	**	**	**	**	**	**
			acde	a	a	a	a	b								
Base for stats	2234	286	254	561	391	169	133	147	356	**	**	**	**	**	**	**
Mean number of difficulties	1.7	2.5	.8	1.7	1.8	1.5	1.3	1.5	2.7	**	**	**	**	**	**	**
		bcdef		b	b	b	b		a							
Standard deviation	2.52	2.68	1.49	2.27	2.39	1.97	2.14	2.06	3.13	**	**	**	**	**	**	**
Standard error	.05	.17	.10	.11	.14	.16	.19	.16	.21	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Arranging the switch so that you were not paying for your old and new services at the same time (P)	381 17%	** **	** **	193 19% b	179 15%	324 20% bc	48 10% c	7 5%	197 23% bcdf	83 14%	44 12%	55 13%	280 19% bcdf	98 13%
Cancelling your previous service (P)	362 16%	** **	** **	180 18% b	168 14%	305 19% bc	51 11% c	6 4%	191 22% bcdef	77 13%	36 10%	54 13%	268 18% bcdf	91 12%
Arranging the switch so that you always had access to your services (P)	359 16%	** **	** **	181 18% b	168 14%	300 19% bc	50 10% c	6 4%	191 22% bcdef	78 13%	43 12%	44 11%	269 18% bcdf	87 11%
Understanding the relevant steps required to switch provider	335 15%	** **	** **	177 17% b	149 13%	286 18% bc	45 9% c	5 3%	184 21% bcdef	64 11%	37 10%	50 12%	248 17% bcdf	87 11%
Finding time to research the market	306 14%	** **	** **	169 17% b	130 11%	253 16% bc	49 10% c	4 3%	172 20% bcdef	54 9%	45 13%	34 9%	227 16% bdf	79 10%
Contacting your new provider	296 13%	** **	** **	156 15% b	131 11%	251 16% bc	41 8% c	3 2%	169 19% bcdef	55 9%	31 9%	40 10%	224 15% bcdf	72 9%
Getting a better deal with your previous provider	241 11%	** **	** **	131 13% b	109 9%	165 10%	57 12%	20 13%	118 14% df	61 10% d	37 10% d	25 6%	179 12% df	62 8%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Resolving billing issues with your previous provider	178	**	**	90	88	151	25	2	101	29	22	25	131	47
	8%	**	**	9%	7%	9%	5%	2%	12%	5%	6%	6%	9%	6%
						bc			bcdef				bf	
Getting the switch to happen on the date you wanted (P)	135	**	**	84	49	115	20	-	78	19	20	18	96	38
	6%	**	**	8%	4%	7%	4%	-%	9%	3%	6%	4%	7%	5%
				b		bc	c		bdef				b	
Your previous provider trying to persuade you to stay	118	**	**	67	52	95	21	2	60	25	19	15	84	34
	5%	**	**	7%	4%	6%	4%	1%	7%	4%	5%	4%	6%	4%
				b		c			bdf					
Comparing what different providers are offering	118	**	**	61	51	96	17	4	61	22	17	18	83	35
	5%	**	**	6%	4%	6%	4%	3%	7%	4%	5%	4%	6%	5%
						b			bf					
Contacting your previous provider	117	**	**	58	58	94	21	2	67	24	15	11	91	26
	5%	**	**	6%	5%	6%	4%	1%	8%	4%	4%	3%	6%	3%
						c			bcdf				df	
Keeping/ transferring your phone number	111	**	**	60	51	101	10	-	63	21	12	16	84	27
	5%	**	**	6%	4%	6%	2%	-%	7%	4%	3%	4%	6%	4%
						bc			bcdf				bf	
Other devices or products you own not working with the new service	111	**	**	56	51	98	12	1	69	12	16	14	81	30
	5%	**	**	5%	4%	6%	3%	1%	8%	2%	5%	3%	6%	4%
						bc			bcdef		b		b	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Paying the charge to exit your contract early	106	**	**	63	41	91	14	1	61	23	13	10	84	23
5%		**	**	6%	3%	6%	3%	1%	7%	4%	4%	2%	6%	3%
				b		bc			bcd				df	
Setting up a new online account	93	**	**	46	46	80	12	1	51	15	18	9	66	27
4%		**	**	5%	4%	5%	3%	1%	6%	3%	5%	2%	5%	3%
						bc			bdf		d		bd	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	84	**	**	49	30	74	9	1	46	14	20	5	60	24
4%		**	**	5%	3%	5%	2%	1%	5%	2%	6%	1%	4%	3%
				b		bc			bdf		bd		d	d
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	67	**	**	40	27	57	10	-	37	17	7	5	55	12
3%		**	**	4%	2%	4%	2%	-%	4%	3%	2%	1%	4%	2%
				b		c			cd				df	
Having new equipment installed by the new provider	63	**	**	32	31	52	11	-	40	13	5	5	53	10
3%		**	**	3%	3%	3%	2%	-%	5%	2%	1%	1%	4%	1%
						c			bcd				cd	
Paying a disconnection charge to your previous provider	57	**	**	38	19	49	9	-	37	13	5	2	50	7
3%		**	**	4%	2%	3%	2%	-%	4%	2%	1%	1%	3%	1%
				b		c			bcd	d			df	
Returning your previous provider's equipment	57	**	**	30	27	43	13	2	35	13	7	3	48	9
3%		**	**	3%	2%	3%	3%	1%	4%	2%	2%	1%	3%	1%
									df				df	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	56	**	**	24	31	44	10	3	31	13	3	10	43	13
	3%	**	**	2%	3%	3%	2%	2%	4%	2%	1%	2%	3%	2%
									cf				c	
Unlocking your handset to take it with you	45	**	**	19	25	42	3	-	26	9	9	1	35	10
	2%	**	**	2%	2%	3%	1%	-%	3%	1%	3%	*%	2%	1%
						bc			df		d		d	
ANY PROCESS DIFFICULTIES (P)	745	**	**	367	359	635	97	12	371	179	89	102	549	191
	33%	**	**	36%	30%	40%	20%	8%	43%	30%	25%	25%	38%	25%
				b		bc	c		bcdef	f			bcdf	
NONE OF THESE	1177	**	**	509	663	738	320	116	364	328	217	256	691	473
	53%	**	**	50%	56%	46%	66%	79%	42%	56%	61%	63%	47%	62%
				a		a	a	ab		ae	ae	abe	a	abe
Base for stats	2234	**	**	1021	1189	1600	483	147	869	589	355	404	1458	759
Mean number of difficulties	1.7	**	**	2.0	1.4	2.0	1.2	.5	2.4	1.3	1.4	1.2	1.9	1.2
				b		bc	c		bcdef				bcdf	
Standard deviation	2.52	**	**	2.83	2.18	2.59	2.40	1.23	2.97	1.89	2.42	2.00	2.65	2.21
Standard error	.05	**	**	.09	.06	.07	.11	.10	.10	.08	.13	.10	.07	.08

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Arranging the switch so that you were not paying for your old and new services at the same time (P)	381 17%	321 17%	28 16%	25 23%	** **	358 18% b	22 10%	258 24% b	97 10%
Cancelling your previous service (P)	362 16%	299 16%	33 19%	23 22%	** **	342 17% b	20 9%	238 22% b	97 10%
Arranging the switch so that you always had access to your services (P)	359 16%	314 16% b	19 11%	20 19%	** **	336 17% b	23 10%	243 23% b	85 8%
Understanding the relevant steps required to switch provider	335 15%	287 15%	22 12%	20 19%	** **	321 16% b	14 6%	238 22% b	68 7%
Finding time to research the market	306 14%	260 14%	24 13%	14 13%	** **	298 15% b	8 4%	221 21% b	69 7%
Contacting your new provider	296 13%	249 13%	19 11%	20 19%	** **	284 14% b	12 5%	209 20% b	62 6%
Getting a better deal with your previous provider	241 11%	209 11%	16 9%	13 12%	** **	217 11%	24 10%	134 13%	102 10%

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Resolving billing issues with your previous provider	178	149	15	12	**	169	10	124	43
	8%	8%	8%	12%	**	8% b	4%	12% b	4%
Getting the switch to happen on the date you wanted (P)	135	117	10	9	**	129	6	87	45
	6%	6%	5%	8%	**	6% b	3%	8% b	4%
Your previous provider trying to persuade you to stay	118	104	6	4	**	107	11	82	29
	5%	5%	4%	4%	**	5%	5%	8% b	3%
Comparing what different providers are offering	118	102	8	5	**	108	9	85	25
	5%	5%	4%	5%	**	5%	4%	8% b	3%
Contacting your previous provider	117	101	11	3	**	112	6	89	28
	5%	5%	6%	3%	**	6% b	2%	8% b	3%
Keeping/ transferring your phone number	111	89	9	9	**	107	4	78	26
	5%	5%	5%	8%	**	5% b	2%	7% b	3%
Other devices or products you own not working with the new service	111	97	8	6	**	107	4	90	16
	5%	5%	4%	5%	**	5% b	2%	9% b	2%

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Paying the charge to exit your contract early	106	88	11	5	**	101	6	81	24
	5%	5%	6%	4%	**	5%	3%	8% b	2%
Setting up a new online account	93	75	8	9	**	91	2	74	15
	4%	4%	5%	8% a	**	5% b	1%	7% b	2%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	84	70	5	6	**	80	4	72	11
	4%	4%	3%	6%	**	4%	2%	7% b	1%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	67	54	6	6	**	66	1	48	18
	3%	3%	4%	5%	**	3% b	*%	4% b	2%
Having new equipment installed by the new provider	63	56	4	3	**	60	3	47	16
	3%	3%	2%	3%	**	3%	1%	4% b	2%
Paying a disconnection charge to your previous provider	57	46	5	7	**	57	-	41	15
	3%	2%	3%	7% a	**	3% b	-%	4% b	2%
Returning your previous provider's equipment	57	50	4	3	**	56	1	37	20
	3%	3%	2%	3%	**	3% b	*%	3%	2%

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	56 3%	51 3%	4 2%	1 1%	** **	55 3%	2 1%	41 4% b	14 1%
Unlocking your handset to take it with you	45 2%	38 2%	- -%	5 5% b	** **	45 2% b	- -%	39 4% b	6 1%
ANY PROCESS DIFFICULTIES (P)	745 33%	636 33%	60 34%	42 39%	** **	699 35% b	47 20%	495 47% b	192 19%
NONE OF THESE	1177 53%	1012 53%	96 54%	48 44%	** **	1024 51%	153 67% a	409 39%	680 68% a
Base for stats	2234	1909	178	107	**	2005	229	1062	1006
Mean number of difficulties	1.7	1.7	1.5	2.1	**	1.8 b	.8	2.5 b	.9
Standard deviation	2.52	2.52	2.38	2.68	**	2.60	1.49	2.91	1.83
Standard error	.05	.06	.18	.26	**	.06	.10	.09	.06

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Arranging the switch so that you were not paying for your old and new services at the same time (P)	624 28%	144 23%	451 26%	44 14%	100 33% a	26 22%	62 17%	56 39% ab	307 28%	216 29%	91 25%
Arranging the switch so that you always had access to your services (P)	615 28%	125 20%	430 25% a	46 14%	79 26% a	26 21%	57 16%	42 29% b	305 28%	211 29%	94 26%
Cancelling your previous service (P)	613 27%	150 24%	449 26%	48 15%	101 33% a	29 24%	66 18%	54 38% ab	299 27%	203 28%	96 26%
Understanding the relevant steps required to switch provider	609 27%	132 21%	442 26% a	46 14%	85 28% a	26 21%	59 16%	47 32% ab	311 28%	207 28%	103 28%
Finding time to research the market	544 24%	111 18%	374 22% a	49 15%	62 20% a	21 18%	56 15%	34 24% b	263 24%	167 23%	96 26%
Contacting your new provider	508 23%	88 14%	354 20% a	30 9%	58 19% a	13 11%	36 10%	39 27% ab	266 24%	179 24%	87 24%
Comparing what different providers are offering	239 11%	62 10%	180 10%	24 7%	38 13% a	14 12% b	26 7%	22 15% b	117 11%	89 12% c	28 8%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Keeping/ transferring your phone number	220	-	220	-	-	-	-	-	220	220	-
	10%	-%	13%	-%	-%	-%	-%	-%	20%	30%	-%
			a						c	ac	
Your previous provider trying to persuade you to stay	220	61	146	22	39	15	25	22	85	63	21
	10%	10%	8%	7%	13%	12%	7%	15%	8%	9%	6%
					a	b		b			
Getting the switch to happen on the date you wanted (P)	210	52	147	23	30	13	27	13	94	69	26
	9%	8%	8%	7%	10%	11%	7%	9%	9%	9%	7%
Resolving billing issues with your previous provider	178	27	112	11	15	8	11	8	86	62	23
	8%	4%	6%	3%	5%	7%	3%	5%	8%	8%	6%
			a			b					
Getting a better deal with your previous provider	170	42	114	16	26	9	17	16	72	51	21
	8%	7%	7%	5%	9%	8%	5%	11%	7%	7%	6%
					a			b			
Contacting your previous provider	153	39	90	10	30	11	15	13	51	36	15
	7%	6%	5%	3%	10%	9%	4%	9%	5%	5%	4%
					a	b		b			
Other devices or products you own not working with the new service	152	22	97	9	12	3	9	9	75	58	17
	7%	3%	6%	3%	4%	2%	3%	7%	7%	8%	5%
			a					b			

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Setting up a new online account	150	32	102	13	20	9	14	9	70	44	26
	7%	5%	6%	4%	6%	7%	4%	7%	6%	6%	7%
Paying the charge to exit your contract early	146	23	99	9	15	6	9	9	76	56	20
	7%	4%	6%	3%	5%	5%	2%	6%	7%	8%	6%
			a					b			
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	123	53	53	28	25	12	29	12	-	-	-
	6%	8%	3%	9%	8%	10%	8%	8%	-%	-%	-%
		b									
Returning your previous provider's equipment	98	49	49	21	28	15	24	9	-	-	-
	4%	8%	3%	6%	9%	13%	7%	7%	-%	-%	-%
		b				bc					
Having new equipment installed by the new provider	93	50	50	14	36	12	17	21	-	-	-
	4%	8%	3%	4%	12%	10%	5%	14%	-%	-%	-%
		b			a	b		b			
Paying a disconnection charge to your previous provider	81	29	29	9	19	5	9	15	-	-	-
	4%	5%	2%	3%	6%	4%	3%	10%	-%	-%	-%
		b			a			ab			
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	81	45	45	14	31	10	17	18	-	-	-
	4%	7%	3%	4%	10%	8%	5%	13%	-%	-%	-%
		b			a			b			

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	80 4%	- -%	80 5% a	- -%	- -%	- -%	- -%	- -%	80 7%	54 7%	26 7%
Unlocking your handset to take it with you	53 2%	- -%	53 3% a	- -%	- -%	- -%	- -%	- -%	53 5%	41 6%	12 3%
ANY PROCESS DIFFICULTIES (P)	1177 53%	275 44%	855 49% a	101 31%	175 57% a	56 46% b	126 34%	94 65% ab	580 53%	404 55% c	176 48%
NONE OF THESE	724 32%	259 41% b	606 35%	171 52% b	88 29%	46 38% c	179 49% ac	34 24%	346 31%	211 29%	135 37% b
Base for stats	2234	630	1731	326	304	120	365	145	1101	734	367
Mean number of difficulties	2.7	2.1	2.4 a	1.5	2.8 a	2.4 b	1.6	3.2 ab	2.6 c	2.8 c	2.2
Standard deviation	2.62	2.50	2.45	2.14	2.68	2.78	2.13	2.72	2.40	2.45	2.27
Standard error	.06	.09	.06	.10	.13	.19	.10	.21	.08	.10	.12

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	624	102	52	153	110	43	36	47	126	**	**	**	**	**	**	**
	28%	36%	20%	27%	28%	25%	27%	32%	35%	**	**	**	**	**	**	**
		bce			b											
Arranging the switch so that you always had access to your services (P)	615	95	55	156	114	42	36	45	140	**	**	**	**	**	**	**
	28%	33%	22%	28%	29%	25%	27%	30%	39%	**	**	**	**	**	**	**
		b														
Cancelling your previous service (P)	613	98	35	166	114	52	33	43	121	**	**	**	**	**	**	**
	27%	34%	14%	30%	29%	31%	25%	29%	34%	**	**	**	**	**	**	**
		b		b	b	b	b									
Understanding the relevant steps required to switch provider	609	91	48	172	117	55	34	41	126	**	**	**	**	**	**	**
	27%	32%	19%	31%	30%	33%	26%	28%	35%	**	**	**	**	**	**	**
		b		b	b	b										
Finding time to research the market	544	83	34	146	97	49	34	38	132	**	**	**	**	**	**	**
	24%	29%	13%	26%	25%	29%	26%	26%	37%	**	**	**	**	**	**	**
		b		b	b	b	b		a							
Contacting your new provider	508	94	31	141	97	44	31	39	115	**	**	**	**	**	**	**
	23%	33%	12%	25%	25%	26%	23%	26%	32%	**	**	**	**	**	**	**
		bcd		b	b	b	b									
Comparing what different providers are offering	239	27	26	64	51	14	9	15	44	**	**	**	**	**	**	**
	11%	9%	10%	11%	13%	8%	6%	11%	12%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Keeping/ transferring your phone number	220	66	39	115	115	-	-	-	-	**	**	**	**	**	**	**
	10%	23%	15%	21%	29%	-%	-%	-%	-%	**	**	**	**	**	**	**
		bef	ef	ef	bcef											
Your previous provider trying to persuade you to stay	220	17	16	51	38	14	5	17	57	**	**	**	**	**	**	**
	10%	6%	6%	9%	10%	8%	4%	12%	16%	**	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	210	27	15	52	36	16	6	9	55	**	**	**	**	**	**	**
	9%	9%	6%	9%	9%	9%	5%	6%	15%	**	**	**	**	**	**	**
							a									
Resolving billing issues with your previous provider	178	21	8	56	44	12	9	17	49	**	**	**	**	**	**	**
	8%	8%	3%	10%	11%	7%	6%	12%	14%	**	**	**	**	**	**	**
				b	b											
Getting a better deal with your previous provider	170	25	6	41	34	7	12	10	46	**	**	**	**	**	**	**
	8%	9%	2%	7%	9%	4%	9%	7%	13%	**	**	**	**	**	**	**
		b		b	b		b									
Contacting your previous provider	153	18	11	22	12	11	1	9	53	**	**	**	**	**	**	**
	7%	6%	4%	4%	3%	6%	1%	6%	15%	**	**	**	**	**	**	**
		f				f		a								
Other devices or products you own not working with the new service	152	30	6	39	27	12	4	8	47	**	**	**	**	**	**	**
	7%	11%	2%	7%	7%	7%	3%	5%	13%	**	**	**	**	**	**	**
		bf		b	b	b		a								

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

Any break column with 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/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Setting up a new online account	150	19	14	37	25	13	10	4	44	**	**	**	**	**	**	**
	7%	7%	5%	7%	6%	8%	7%	3%	12%	**	**	**	**	**	**	**
									a							
Paying the charge to exit your contract early	146	22	8	45	34	12	5	8	39	**	**	**	**	**	**	**
	7%	8%	3%	8%	9%	7%	4%	5%	11%	**	**	**	**	**	**	**
		b		b	b				a							
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	123	-	-	-	-	-	-	21	49	**	**	**	**	**	**	**
	6%	-%	-%	-%	-%	-%	-%	15%	14%	**	**	**	**	**	**	**
Returning your previous provider's equipment	98	-	-	-	-	-	-	16	33	**	**	**	**	**	**	**
	4%	-%	-%	-%	-%	-%	-%	11%	9%	**	**	**	**	**	**	**
Having new equipment installed by the new provider	93	-	-	-	-	-	-	10	33	**	**	**	**	**	**	**
	4%	-%	-%	-%	-%	-%	-%	7%	9%	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	81	-	-	-	-	-	-	9	44	**	**	**	**	**	**	**
	4%	-%	-%	-%	-%	-%	-%	6%	12%	**	**	**	**	**	**	**
									a							
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	81	-	-	-	-	-	-	9	27	**	**	**	**	**	**	**
	4%	-%	-%	-%	-%	-%	-%	6%	7%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	80	28	6	46	28	17	6	-	-	**	**	**	**	**	**	**
	4%	10%	2%	8%	7%	10%	5%	-%	-%	**	**	**	**	**	**	**
		b		b	b	b										
Unlocking your handset to take it with you	53	16	10	27	19	7	3	-	-	**	**	**	**	**	**	**
	2%	6%	4%	5%	5%	4%	2%	-%	-%	**	**	**	**	**	**	**
ANY PROCESS DIFFICULTIES (P)	1177	181	94	305	216	88	63	86	236	**	**	**	**	**	**	**
	53%	63%	37%	54%	55%	52%	47%	58%	66%	**	**	**	**	**	**	**
		bcef		b	b	b										
NONE OF THESE	724	72	108	166	110	55	54	38	80	**	**	**	**	**	**	**
	32%	25%	43%	30%	28%	33%	41%	26%	22%	**	**	**	**	**	**	**
			acd				acd									
Base for stats	2234	286	254	561	391	169	133	147	356	**	**	**	**	**	**	**
Mean number of difficulties	2.7	3.1	1.7	2.7	2.8	2.5	2.1	2.8	3.9	**	**	**	**	**	**	**
		bef		bf	bf	b			a							
Standard deviation	2.62	2.48	2.05	2.40	2.43	2.30	2.31	2.56	3.09	**	**	**	**	**	**	**
Standard error	.06	.16	.14	.11	.14	.18	.21	.20	.21	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Arranging the switch so that you were not paying for your old and new services at the same time (P)	624 28%	** **	** **	309 30%	304 26%	515 32%	93 19%	15 10%	263 30%	157 27%	98 28%	101 25%	420 29%	198 26%
				b		bc	c							
Arranging the switch so that you always had access to your services (P)	615 28%	** **	** **	293 29%	313 26%	516 32%	87 18%	11 8%	274 32%	161 27%	90 25%	85 21%	435 30%	175 23%
						bc	c		cdf	d			df	
Cancelling your previous service (P)	613 27%	** **	** **	287 28%	321 27%	529 33%	67 14%	14 10%	255 29%	164 28%	93 26%	99 25%	418 29%	193 25%
						bc								
Understanding the relevant steps required to switch provider	609 27%	** **	** **	294 29%	308 26%	505 32%	82 17%	21 15%	265 31%	160 27%	93 26%	85 21%	425 29%	177 23%
						bc			df	d			df	
Finding time to research the market	544 24%	** **	** **	262 26%	273 23%	471 29%	59 12%	12 8%	251 29%	144 24%	64 18%	82 20%	395 27%	146 19%
						bc			cdf	cf			cdf	
Contacting your new provider	508 23%	** **	** **	260 25%	237 20%	440 28%	59 12%	7 5%	233 27%	127 22%	69 19%	73 18%	360 25%	142 19%
				b		bc	c		bcd				cdf	
Comparing what different providers are offering	239 11%	** **	** **	114 11%	123 10%	189 12%	40 8%	11 7%	112 13%	65 11%	26 7%	36 9%	178 12%	61 8%
						b			cdf				cf	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Keeping/ transferring your phone number	220	**	**	100	117	188	28	4	106	54	36	23	161	60
	10%	**	**	10%	10%	12%	6%	3%	12%	9%	10%	6%	11%	8%
						bc			df	d	d		df	
Your previous provider trying to persuade you to stay	220	**	**	105	112	182	31	7	99	66	28	25	165	53
	10%	**	**	10%	9%	11%	6%	5%	11%	11%	8%	6%	11%	7%
						bc			df	df			df	
Getting the switch to happen on the date you wanted (P)	210	**	**	103	102	167	39	4	104	51	29	25	154	55
	9%	**	**	10%	9%	10%	8%	3%	12%	9%	8%	6%	11%	7%
						c	c		bdf				df	
Resolving billing issues with your previous provider	178	**	**	97	80	147	27	5	89	38	29	21	127	50
	8%	**	**	9%	7%	9%	5%	3%	10%	6%	8%	5%	9%	7%
				b		bc			bdf				d	
Getting a better deal with your previous provider	170	**	**	96	73	147	18	5	79	49	27	16	127	43
	8%	**	**	9%	6%	9%	4%	3%	9%	8%	7%	4%	9%	6%
				b		bc			df	d	d		df	
Contacting your previous provider	153	**	**	74	79	130	15	8	68	46	21	18	114	39
	7%	**	**	7%	7%	8%	3%	6%	8%	8%	6%	4%	8%	5%
						b			df	d			df	
Other devices or products you own not working with the new service	152	**	**	84	68	139	10	2	74	44	22	12	118	34
	7%	**	**	8%	6%	9%	2%	2%	8%	8%	6%	3%	8%	4%
				b		bc			df	df	d		df	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Setting up a new online account	150	**	**	75	76	122	24	4	67	42	17	23	109	41
	7%	**	**	7%	6%	8%	5%	3%	8%	7%	5%	6%	7%	5%
						bc								
Paying the charge to exit your contract early	146	**	**	71	74	130	13	3	68	40	21	17	108	38
	7%	**	**	7%	6%	8%	3%	2%	8%	7%	6%	4%	7%	5%
						bc			df				df	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	123	**	**	49	73	103	16	5	53	43	16	11	96	27
	6%	**	**	5%	6%	6%	3%	3%	6%	7%	4%	3%	7%	4%
						b			df	df			df	
Returning your previous provider's equipment	98	**	**	52	45	73	22	3	41	32	14	9	73	23
	4%	**	**	5%	4%	5%	4%	2%	5%	5%	4%	2%	5%	3%
									d	df			df	
Having new equipment installed by the new provider	93	**	**	44	49	77	13	3	37	30	15	11	67	26
	4%	**	**	4%	4%	5%	3%	2%	4%	5%	4%	3%	5%	3%
						b								
Paying a disconnection charge to your previous provider	81	**	**	42	39	75	6	-	39	18	11	14	57	24
	4%	**	**	4%	3%	5%	1%	-%	5%	3%	3%	3%	4%	3%
						bc								

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	81 4%	** **	** **	37 4%	42 4%	66 4%	14 3%	1 1%	39 5%	24 4%	11 3%	7 2%	63 4%	18 2%
						c			df	d			df	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	80 4%	** **	** **	38 4%	40 3%	73 5%	6 1%	1 1%	37 4%	13 2%	13 4%	15 4%	50 3%	29 4%
						bc			b					
Unlocking your handset to take it with you	53 2%	** **	** **	30 3%	23 2%	43 3%	8 2%	3 2%	32 4%	9 2%	5 1%	7 2%	41 3%	12 2%
									bcd					
ANY PROCESS DIFFICULTIES (P)	1177 53%	** **	** **	557 55%	601 51%	967 60%	177 37%	30 20%	520 60%	306 52%	173 49%	171 42%	826 57%	344 45%
						bc	c		bcd	df			cd	
NONE OF THESE	724 32%	** **	** **	321 32%	400 34%	408 26%	217 45%	98 66%	219 25%	188 32%	135 38%	176 43%	407 28%	311 41%
						a	ab		a	ae	abe		abe	
Base for stats	2234	**	**	1021	1189	1600	483	147	869	589	355	404	1458	759
Mean number of difficulties	2.7	**	**	2.9	2.5	3.1	1.6	1.0	3.1	2.7	2.4	2.0	2.9	2.2
				b		bc	c		bcd	df	d		cd	
Standard deviation	2.62	**	**	2.73	2.52	2.68	2.05	1.91	2.63	2.69	2.51	2.46	2.66	2.49
Standard error	.06	**	**	.09	.07	.07	.09	.15	.09	.11	.13	.12	.07	.09

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Arranging the switch so that you were not paying for your old and new services at the same time (P)	624 28%	538 28%	51 29%	30 28%	** **	577 29% b	47 21%	343 32% b	215 21%
Arranging the switch so that you always had access to your services (P)	615 28%	526 28%	50 28%	32 30%	** **	570 28% b	45 20%	338 32% b	220 22%
Cancelling your previous service (P)	613 27%	524 27%	40 22%	36 34% b	** **	566 28% b	47 20%	338 32% b	221 22%
Understanding the relevant steps required to switch provider	609 27%	516 27%	49 27%	34 31%	** **	551 27%	58 25%	337 32% b	221 22%
Finding time to research the market	544 24%	460 24%	42 23%	31 29%	** **	501 25% b	43 19%	316 30% b	180 18%
Contacting your new provider	508 23%	432 23%	38 22%	28 26%	** **	474 24% b	34 15%	305 29% b	161 16%
Comparing what different providers are offering	239 11%	207 11%	18 10%	11 10%	** **	220 11%	19 8%	111 10%	111 11%

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Keeping/ transferring your phone number	220	186	17	12	**	203	17	136	63
	10%	10%	9%	11%	**	10%	7%	13% b	6%
Your previous provider trying to persuade you to stay	220	185	15	14	**	203	16	121	86
	10%	10%	8%	13%	**	10%	7%	11% b	9%
Getting the switch to happen on the date you wanted (P)	210	182	12	12	**	192	18	116	81
	9%	10%	7%	11%	**	10%	8%	11% b	8%
Resolving billing issues with your previous provider	178	155	10	10	**	164	15	102	64
	8%	8%	5%	10%	**	8%	6%	10% b	6%
Getting a better deal with your previous provider	170	143	10	11	**	160	10	90	67
	8%	7%	6%	10%	**	8% b	4%	9%	7%
Contacting your previous provider	153	139	6	7	**	145	9	72	69
	7%	7% b	3%	7%	**	7%	4%	7%	7%
Other devices or products you own not working with the new service	152	137	8	5	**	143	9	103	41
	7%	7%	5%	5%	**	7%	4%	10% b	4%

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Setting up a new online account	150	128	12	7	**	140	10	82	59
	7%	7%	7%	7%	**	7%	5%	8%	6%
Paying the charge to exit your contract early	146	121	9	12	**	136	11	89	46
	7%	6%	5%	11%	**	7%	5%	8% b	5%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	123	103	10	9	**	115	8	62	54
	6%	5%	5%	8%	**	6%	3%	6%	5%
Returning your previous provider's equipment	98	84	5	5	**	89	9	45	44
	4%	4%	3%	5%	**	4%	4%	4%	4%
Having new equipment installed by the new provider	93	81	8	3	**	79	14	44	42
	4%	4%	4%	3%	**	4%	6%	4%	4%
Paying a disconnection charge to your previous provider	81	69	5	8	**	76	5	50	28
	4%	4%	3%	7% a	**	4%	2%	5% b	3%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	81	68	9	3	**	73	8	43	35
	4%	4%	5%	2%	**	4%	3%	4%	3%

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	80 4%	70 4%	5 3%	3 2%	** **	76 4%	4 2%	48 4% b	24 2%
Unlocking your handset to take it with you	53 2%	47 2%	3 1%	1 1%	** **	47 2%	6 3%	34 3% b	14 1%
ANY PROCESS DIFFICULTIES (P)	1177 53%	999 52%	91 51%	66 62%	** **	1083 54% b	94 41%	650 61% b	419 42%
NONE OF THESE	724 32%	626 33%	58 33%	26 24%	** **	625 31%	99 43% a	257 24%	418 42% a
Base for stats	2234	1909	178	107	**	2005	229	1062	1006
Mean number of difficulties	2.7	2.7	2.4	3.0 b	**	2.7 b	2.0	3.1 b	2.1
Standard deviation	2.62	2.65	2.34	2.48	**	2.62	2.54	2.54	2.60
Standard error	.06	.06	.18	.24	**	.06	.17	.08	.08
Columns Tested: a,b,c,d - a,b - a,b									

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1005 45%	212 34%	716 41% a	62 19%	150 49% a	55 46% b	84 23%	73 51% b	504 46%	347 47%	157 43%
Cancelling your previous service (P)	975 44%	221 35%	695 40% a	63 19%	158 52% a	60 50% b	85 23%	76 52% b	474 43%	312 43%	162 44%
Arranging the switch so that you always had access to your services (P)	974 44%	196 31%	675 39% a	69 21%	127 42% a	49 41% b	78 21%	68 47% b	480 44%	333 45%	147 40%
Understanding the relevant steps required to switch provider	944 42%	186 30%	667 39% a	57 18%	129 42% a	46 39% b	71 19%	69 48% b	481 44%	333 45%	148 40%
Finding time to research the market	850 38%	164 26%	592 34% a	63 19%	101 33% a	42 35% b	67 18%	55 38% b	428 39%	294 40%	134 37%
Contacting your new provider	804 36%	136 22%	553 32% a	43 13%	94 31% a	36 30% b	46 13%	55 38% b	416 38%	286 39%	130 35%
Getting a better deal with your previous provider	411 18%	131 21% b	298 17%	46 14%	85 28% a	40 34% b	53 15%	38 26% b	167 15%	124 17% c	43 12%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Comparing what different providers are offering	357	88	259	32	57	27	33	28	170	126	45
	16%	14%	15%	10%	19%	22%	9%	20%	15%	17%	12%
					a	b		b		c	
Resolving billing issues with your previous provider	356	64	242	23	41	23	27	14	178	127	51
	16%	10%	14%	7%	13%	19%	7%	10%	16%	17%	14%
			a		a	bc					
Getting the switch to happen on the date you wanted (P)	345	79	236	31	49	24	36	19	157	107	49
	15%	13%	14%	9%	16%	20%	10%	13%	14%	15%	13%
					a	b					
Your previous provider trying to persuade you to stay	338	97	232	30	67	33	36	28	135	104	31
	15%	15%	13%	9%	22%	28%	10%	20%	12%	14%	8%
					a	b		b		c	
Keeping/ transferring your phone number	332	-	332	-	-	-	-	-	332	332	-
	15%	-%	19%	-%	-%	-%	-%	-%	30%	45%	-%
			a						c	ac	
Contacting your previous provider	271	68	174	20	48	24	30	15	106	74	32
	12%	11%	10%	6%	16%	20%	8%	10%	10%	10%	9%
					a	bc					
Other devices or products you own not working with the new service	263	35	170	12	23	10	12	13	136	104	32
	12%	6%	10%	4%	8%	8%	3%	9%	12%	14%	9%
			a		a	b		b		c	

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Paying the charge to exit your contract early	253	41	169	14	26	16	13	12	128	93	35
	11%	6%	10%	4%	9%	13%	3%	8%	12%	13%	10%
			a		a	b		b			
Setting up a new online account	244	49	171	19	31	17	19	13	121	84	37
	11%	8%	10%	6%	10%	14%	5%	9%	11%	11%	10%
					a	b					
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	179	67	67	31	36	18	34	15	-	-	-
	8%	11%	4%	9%	12%	15%	9%	10%	-%	-%	-%
		b				b					
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	164	-	164	-	-	-	-	-	164	126	38
	7%	-%	9%	-%	-%	-%	-%	-%	15%	17%	10%
			a						c	c	
Having new equipment installed by the new provider	156	73	73	19	55	22	24	27	-	-	-
	7%	12%	4%	6%	18%	19%	7%	18%	-%	-%	-%
		b			a	b		b			
Returning your previous provider's equipment	155	68	68	25	43	23	30	15	-	-	-
	7%	11%	4%	8%	14%	20%	8%	10%	-%	-%	-%
		b			a	bc					

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	148 7%	60 10% b	60 3%	17 5%	43 14% a	19 16% b	19 5%	22 15% b	- -%	- -%	- -%
Paying a disconnection charge to your previous provider	139 6%	47 7% b	47 3%	12 4%	35 11% a	12 10% b	13 4%	22 15% b	- -%	- -%	- -%
Unlocking your handset to take it with you	98 4%	- -%	98 6% a	- -%	- -%	- -%	- -%	- -%	98 9% c	78 11% c	20 6%
ANY PROCESS DIFFICULTIES (P)	1358 61%	325 52%	986 57% a	118 36%	207 68% a	78 65% b	146 40%	102 70% b	661 60%	451 61%	210 57%
NONE OF THESE	621 28%	220 35% b	530 31%	153 47% b	68 22%	26 22%	162 44% ac	32 22%	310 28%	189 26%	120 33% b
Base for stats	2234	630	1731	326	304	120	365	145	1101	734	367
Mean number of difficulties	4.4	3.3	3.9 a	2.1	4.6 a	5.0 b	2.2	4.7 b	4.2 c	4.6 c	3.5
Standard deviation	4.07	3.71	3.85	3.01	3.96	4.76	2.91	3.61	3.88	4.05	3.41
Standard error	.09	.13	.09	.15	.19	.33	.13	.28	.13	.17	.18
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1005	169	70	265	184	81	56	74	215	**	**	**	**	**	**	**
	45%	59%	27%	47%	47%	48%	42%	50%	60%	**	**	**	**	**	**	**
		bcdef		b	b	b	b		a							
Cancelling your previous service (P)	975	163	60	251	168	83	55	69	210	**	**	**	**	**	**	**
	44%	57%	23%	45%	43%	49%	42%	47%	59%	**	**	**	**	**	**	**
		bcd		b	b	b	b		a							
Arranging the switch so that you always had access to your services (P)	974	165	73	243	172	70	53	70	228	**	**	**	**	**	**	**
	44%	58%	29%	43%	44%	42%	40%	48%	64%	**	**	**	**	**	**	**
		bcdef		b	b	b	b		a							
Understanding the relevant steps required to switch provider	944	159	59	263	185	78	51	65	212	**	**	**	**	**	**	**
	42%	55%	23%	47%	47%	46%	38%	44%	59%	**	**	**	**	**	**	**
		bcd		b	b	b	b		a							
Finding time to research the market	850	150	53	225	158	67	48	53	204	**	**	**	**	**	**	**
	38%	53%	21%	40%	40%	40%	36%	36%	57%	**	**	**	**	**	**	**
		bcdef		b	b	b	b		a							
Contacting your new provider	804	156	42	218	155	63	51	59	192	**	**	**	**	**	**	**
	36%	55%	16%	39%	40%	37%	38%	40%	54%	**	**	**	**	**	**	**
		bcdef		b	b	b	b		a							

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Getting a better deal with your previous provider	411	47	27	93	70	23	17	27	86	**	**	**	**	**	**	**
	18%	16%	11%	17% b	18% b	14%	13%	18%	24%	**	**	**	**	**	**	**
Comparing what different providers are offering	357	54	32	85	62	22	15	24	74	**	**	**	**	**	**	**
	16%	19%	13%	15%	16%	13%	11%	16%	21%	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	356	55	21	102	75	27	16	23	91	**	**	**	**	**	**	**
	16%	19% b	8%	18% b	19% b	16% b	12%	16%	26% a	**	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	345	54	23	80	53	27	16	15	94	**	**	**	**	**	**	**
	15%	19% b	9%	14%	14%	16%	12%	11%	26% a	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	338	28	22	84	66	18	9	24	82	**	**	**	**	**	**	**
	15%	10%	9%	15% bf	17% abf	11%	6%	16%	23%	**	**	**	**	**	**	**
Keeping/ transferring your phone number	332	105	47	180	180	-	-	-	-	**	**	**	**	**	**	**
	15%	37% bef	18% ef	32% bef	46% abcef	-%	-%	-%	-%	**	**	**	**	**	**	**
Contacting your previous provider	271	40	19	47	28	18	6	12	85	**	**	**	**	**	**	**
	12%	14% bcd	8%	8%	7%	11%	5%	8%	24% a	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	263	57	9	70	52	18	13	14	79	**	**	**	**	**	**	**
	12%	20%	3%	12%	13%	11%	10%	9%	22%	**	**	**	**	**	**	**
		bcdef		b	b	b	b		a							
Paying the charge to exit your contract early	253	46	10	73	51	22	10	15	69	**	**	**	**	**	**	**
	11%	16%	4%	13%	13%	13%	7%	10%	19%	**	**	**	**	**	**	**
		bf		b	b	b			a							
Setting up a new online account	244	41	19	62	44	18	15	7	66	**	**	**	**	**	**	**
	11%	14%	7%	11%	11%	11%	11%	5%	19%	**	**	**	**	**	**	**
		b							a							
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	179	-	-	-	-	-	-	29	83	**	**	**	**	**	**	**
	8%	-%	-%	-%	-%	-%	-%	20%	23%	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	164	67	11	86	62	23	13	-	-	**	**	**	**	**	**	**
	7%	23%	4%	15%	16%	14%	10%	-%	-%	**	**	**	**	**	**	**
		bcdef		b	b	b										
Having new equipment installed by the new provider	156	-	-	-	-	-	-	14	69	**	**	**	**	**	**	**
	7%	-%	-%	-%	-%	-%	-%	9%	19%	**	**	**	**	**	**	**
									a							

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Returning your previous provider's equipment	155	-	-	-	-	-	-	22	64	**	**	**	**	**	**	**
	7%	-%	-%	-%	-%	-%	-%	15%	18%	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	148	-	-	-	-	-	-	15	72	**	**	**	**	**	**	**
	7%	-%	-%	-%	-%	-%	-%	11%	20%	**	**	**	**	**	**	**
								a								
Paying a disconnection charge to your previous provider	139	-	-	-	-	-	-	12	80	**	**	**	**	**	**	**
	6%	-%	-%	-%	-%	-%	-%	8%	22%	**	**	**	**	**	**	**
								a								
Unlocking your handset to take it with you	98	31	15	51	36	15	4	-	-	**	**	**	**	**	**	**
	4%	11%	6%	9%	9%	9%	3%	-%	-%	**	**	**	**	**	**	**
		f		f	f											
ANY PROCESS DIFFICULTIES (P)	1358	207	109	345	242	102	75	101	272	**	**	**	**	**	**	**
	61%	72%	43%	61%	62%	60%	56%	68%	76%	**	**	**	**	**	**	**
		bcdef		b	b	b	b									
NONE OF THESE	621	62	96	151	101	50	49	32	60	**	**	**	**	**	**	**
	28%	22%	38%	27%	26%	30%	37%	22%	17%	**	**	**	**	**	**	**
			acd			acd										
Base for stats	2234	286	254	561	391	169	133	147	356	**	**	**	**	**	**	**
Mean number of difficulties	4.4	5.5	2.4	4.4	4.6	4.0	3.4	4.4	6.6	**	**	**	**	**	**	**
		bcdef		bf	bf	b	b		a							
Standard deviation	4.07	4.01	2.93	3.89	3.99	3.62	3.35	3.67	4.54	**	**	**	**	**	**	**
Standard error	.09	.26	.20	.18	.23	.29	.30	.28	.30	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1005	**	**	501	483	839	141	22	460	241	141	155	700	296
	45%	**	**	49%	41%	52%	29%	15%	53%	41%	40%	38%	48%	39%
				b		bc	c		bcdef				bcdf	
Cancelling your previous service (P)	975	**	**	466	489	834	118	20	446	241	130	153	687	283
	44%	**	**	46%	41%	52%	24%	14%	51%	41%	37%	38%	47%	37%
				b		bc	c		bcdf				bcdf	
Arranging the switch so that you always had access to your services (P)	974	**	**	473	481	816	137	18	465	239	134	129	704	262
	44%	**	**	46%	40%	51%	28%	12%	54%	41%	38%	32%	48%	35%
				b		bc	c		bcdef	df			bcdf	
Understanding the relevant steps required to switch provider	944	**	**	471	457	791	126	26	449	224	130	135	673	265
	42%	**	**	46%	38%	49%	26%	18%	52%	38%	37%	33%	46%	35%
				b		bc	c		bcdef				bcdf	
Finding time to research the market	850	**	**	430	403	724	108	16	423	198	109	116	621	225
	38%	**	**	42%	34%	45%	22%	11%	49%	34%	31%	29%	43%	30%
				b		bc	c		bcdef				bcdf	
Contacting your new provider	804	**	**	415	368	691	100	11	402	182	100	113	584	214
	36%	**	**	41%	31%	43%	21%	7%	46%	31%	28%	28%	40%	28%
				b		bc	c		bcdef				bcdf	
Getting a better deal with your previous provider	411	**	**	227	182	312	75	24	197	110	64	41	306	105
	18%	**	**	22%	15%	20%	15%	17%	23%	19%	18%	10%	21%	14%
				b		b			df	df	d		df	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Comparing what different providers are offering	357	**	**	175	174	285	57	15	173	87	43	53	260	96
	16%	**	**	17%	15%	18%	12%	10%	20%	15%	12%	13%	18%	13%
						bc			bcd	f			cd	
Resolving billing issues with your previous provider	356	**	**	187	169	298	52	7	190	68	51	46	257	97
	16%	**	**	18%	14%	19%	11%	5%	22%	11%	14%	11%	18%	13%
				b		bc	c		bcd	ef			bdf	
Getting the switch to happen on the date you wanted (P)	345	**	**	187	151	282	59	4	181	69	49	43	251	93
	15%	**	**	18%	13%	18%	12%	3%	21%	12%	14%	11%	17%	12%
				b		bc	c		bcd	ef			bdf	
Your previous provider trying to persuade you to stay	338	**	**	171	164	276	52	9	158	91	47	40	249	87
	15%	**	**	17%	14%	17%	11%	6%	18%	15%	13%	10%	17%	11%
						bc			cd	f			df	
Keeping/ transferring your phone number	332	**	**	159	167	289	39	4	170	75	48	39	245	87
	15%	**	**	16%	14%	18%	8%	3%	20%	13%	13%	10%	17%	11%
						bc	c		bcd	f			bdf	
Contacting your previous provider	271	**	**	132	138	224	37	10	136	69	37	28	205	65
	12%	**	**	13%	12%	14%	8%	7%	16%	12%	10%	7%	14%	9%
						bc			bcd	f	d		df	
Other devices or products you own not working with the new service	263	**	**	140	119	237	22	3	142	56	38	26	199	64
	12%	**	**	14%	10%	15%	5%	2%	16%	10%	11%	6%	14%	8%
				b		bc			bcd	f	d		bdf	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Paying the charge to exit your contract early	253	**	**	133	115	221	27	4	129	62	34	27	191	61
	11%	**	**	13%	10%	14%	6%	3%	15%	11%	10%	7%	13%	8%
				b		bc			bcd	d			df	
Setting up a new online account	244	**	**	121	122	202	37	5	118	57	35	32	175	67
	11%	**	**	12%	10%	13%	8%	4%	14%	10%	10%	8%	12%	9%
						bc			bdf				df	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	179	**	**	73	104	146	26	7	84	56	19	21	139	40
	8%	**	**	7%	9%	9%	5%	5%	10%	9%	5%	5%	10%	5%
						b			cd	cd			cd	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	164	**	**	87	71	147	15	3	83	27	33	20	110	53
	7%	**	**	9%	6%	9%	3%	2%	10%	5%	9%	5%	8%	7%
				b		bc			bd		bd		b	
Having new equipment installed by the new provider	156	**	**	76	80	130	24	3	77	43	20	16	120	36
	7%	**	**	7%	7%	8%	5%	2%	9%	7%	6%	4%	8%	5%
						bc			df	d			df	
Returning your previous provider's equipment	155	**	**	82	72	116	34	5	76	45	21	12	121	32
	7%	**	**	8%	6%	7%	7%	3%	9%	8%	6%	3%	8%	4%
									df	df	d		df	
Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f														

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	148 7%	** **	** **	76 7%	69 6%	123 8% bc	24 5% c	1 1%	77 9% cdf	41 7% df	18 5%	12 3%	118 8% cdf	29 4%
Paying a disconnection charge to your previous provider	139 6%	** **	** **	81 8% b	58 5%	124 8% bc	15 3% c	- -%	77 9% bcdf	31 5%	16 4%	16 4%	107 7% df	32 4%
Unlocking your handset to take it with you	98 4%	** **	** **	48 5%	48 4%	85 5% b	10 2%	3 2%	58 7% bdf	17 3%	14 4%	8 2%	75 5% bdf	23 3%
ANY PROCESS DIFFICULTIES (P)	1358 61%	** **	** **	650 64% b	685 58%	1106 69% bc	212 44% c	37 25%	609 70% bcdef	350 59% df	193 54%	197 49%	959 66% bcdf	390 51%
NONE OF THESE	621 28%	** **	** **	271 27%	349 29%	347 22%	186 39% a	86 58% ab	172 20%	162 28% ae	126 35% abe	154 38% abe	335 23%	280 37% abe
Base for stats	2234	**	**	1021	1189	1600	483	147	869	589	355	404	1458	759
Mean number of difficulties	4.4	**	**	4.8 b	3.9	5.1 bc	2.8 c	1.5	5.5 bcdef	4.0 df	3.7 d	3.2	4.9 bcdf	3.4
Standard deviation	4.07	**	**	4.31	3.82	4.08	3.55	2.50	4.28	3.77	3.99	3.54	4.15	3.77
Standard error	.09	**	**	.14	.11	.11	.16	.20	.15	.16	.21	.18	.11	.14

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1005 45%	859 45%	80 45%	55 51%	** **	935 47% b	70 30%	600 57% b	312 31%
Cancelling your previous service (P)	975 44%	824 43%	73 41%	60 56% ab	** **	908 45% b	67 29%	576 54% b	318 32%
Arranging the switch so that you always had access to your services (P)	974 44%	840 44%	69 39%	52 48%	** **	906 45% b	68 30%	581 55% b	305 30%
Understanding the relevant steps required to switch provider	944 42%	803 42%	71 40%	54 50%	** **	872 43% b	72 32%	574 54% b	289 29%
Finding time to research the market	850 38%	720 38%	65 37%	46 43%	** **	799 40% b	51 22%	537 51% b	249 25%
Contacting your new provider	804 36%	681 36%	58 32%	48 45% b	** **	758 38% b	45 20%	515 48% b	223 22%
Getting a better deal with your previous provider	411 18%	352 18%	26 15%	24 22%	** **	378 19%	34 15%	224 21% b	169 17%

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Comparing what different providers are offering	357	309	26	16	**	328	28	196	136
	16%	16%	15%	15%	**	16%	12%	19%	14%
								b	
Resolving billing issues with your previous provider	356	303	25	23	**	332	24	226	107
	16%	16%	14%	21%	**	17%	11%	21%	11%
						b		b	
Getting the switch to happen on the date you wanted (P)	345	298	22	21	**	321	24	203	126
	15%	16%	12%	19%	**	16%	11%	19%	13%
						b		b	
Your previous provider trying to persuade you to stay	338	289	21	19	**	310	28	204	114
	15%	15%	12%	18%	**	15%	12%	19%	11%
								b	
Keeping/ transferring your phone number	332	276	26	21	**	311	21	214	89
	15%	14%	15%	19%	**	15%	9%	20%	9%
						b		b	
Contacting your previous provider	271	239	17	10	**	257	14	161	97
	12%	13%	10%	9%	**	13%	6%	15%	10%
						b		b	
Other devices or products you own not working with the new service	263	234	16	11	**	249	13	193	57
	12%	12%	9%	10%	**	12%	6%	18%	6%
						b		b	

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Paying the charge to exit your contract early	253	209	20	17	**	236	16	170	71
	11%	11%	11%	15%	**	12% b	7%	16% b	7%
Setting up a new online account	244	203	20	16	**	231	12	156	74
	11%	11%	11%	15%	**	12% b	5%	15% b	7%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	179	154	13	10	**	170	9	103	69
	8%	8%	7%	9%	**	8% b	4%	10% b	7%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	164	140	10	9	**	156	8	119	35
	7%	7%	6%	8%	**	8% b	3%	11% b	3%
Having new equipment installed by the new provider	156	138	12	6	**	139	17	91	58
	7%	7%	7%	6%	**	7%	8%	9% b	6%
Returning your previous provider's equipment	155	134	9	8	**	146	9	81	64
	7%	7%	5%	8%	**	7%	4%	8%	6%

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	148	122	15	8	**	139	9	90	52
	7%	6%	8%	8%	**	7%	4%	9% b	5%
Paying a disconnection charge to your previous provider	139	114	9	15	**	134	5	91	44
	6%	6%	5%	14% ab	**	7% b	2%	9% b	4%
Unlocking your handset to take it with you	98	85	3	6	**	91	6	73	20
	4%	4%	1%	6% b	**	5%	3%	7% b	2%
ANY PROCESS DIFFICULTIES (P)	1358	1154	107	75	**	1256	102	768	471
	61%	60%	60%	70%	**	63% b	45%	72% b	47%
NONE OF THESE	621	544	49	19	**	530	91	195	383
	28%	28% c	27%	18%	**	26%	40% a	18%	38% a
Base for stats	2234	1909	178	107	**	2005	229	1062	1006
Mean number of difficulties	4.4	4.4	4.0	5.2 b	**	4.5 b	2.8	5.6 b	3.1
Standard deviation	4.07	4.10	3.72	4.06	**	4.10	3.44	4.20	3.61
Standard error	.09	.10	.29	.39	**	.09	.23	.13	.11

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Contacting your new provider	1431	493	1178	283	210	84	320	90	685	448	237
	64%	78%	68%	87%	69%	70%	87%	62%	62%	61%	65%
		b		b			ac				
Finding time to research the market	1385	466	1139	263	203	78	299	90	673	440	232
	62%	74%	66%	81%	67%	65%	82%	62%	61%	60%	63%
		b		b			ac				
Understanding the relevant steps required to switch provider	1290	444	1064	269	175	74	294	76	620	401	219
	58%	70%	61%	82%	58%	61%	81%	52%	56%	55%	60%
		b		b			ac				
Arranging the switch so that you always had access to your services (P)	1261	434	1055	257	177	71	287	77	621	401	220
	56%	69%	61%	79%	58%	59%	79%	53%	56%	55%	60%
		b		b			ac				
Cancelling your previous service (P)	1260	409	1036	263	146	60	280	69	627	422	205
	56%	65%	60%	81%	48%	50%	77%	48%	57%	57%	56%
		b		b			ac				
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1229	418	1015	264	154	65	281	72	597	387	210
	55%	66%	59%	81%	51%	54%	77%	49%	54%	53%	57%
		b		b			ac				
Comparing what different providers are offering	681	283	556	168	116	41	202	41	273	192	81
	30%	45%	32%	51%	38%	34%	55%	28%	25%	26%	22%
		b		b			ac				

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Setting up a new online account	559	206	470	121	85	34	138	34	264	197	67
	25%	33%	27%	37%	28%	28%	38%	24%	24%	27%	18%
		b		b			ac		c	c	
Keeping/ transferring your phone number	403	-	403	-	-	-	-	-	403	403	-
	18%	-%	23%	-%	-%	-%	-%	-%	37%	55%	-%
			a						c	ac	
Getting the switch to happen on the date you wanted (P)	385	155	299	74	81	30	94	30	145	106	38
	17%	25%	17%	23%	27%	25%	26%	21%	13%	14%	10%
		b									
Contacting your previous provider	311	113	248	54	59	20	65	28	135	106	29
	14%	18%	14%	16%	19%	17%	18%	19%	12%	14%	8%
		b							c	c	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	307	215	215	158	58	23	167	25	-	-	-
	14%	34%	12%	48%	19%	19%	46%	17%	-%	-%	-%
		b		b			ac				
Having new equipment installed by the new provider	229	142	142	47	95	44	69	28	-	-	-
	10%	23%	8%	14%	31%	37%	19%	20%	-%	-%	-%
		b			a	bc					
Getting a better deal with your previous provider	204	59	151	32	27	9	39	10	92	73	19
	9%	9%	9%	10%	9%	8%	11%	7%	8%	10%	5%
										c	

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Your previous provider trying to persuade you to stay	204	66	154	41	25	12	45	9	89	74	15
	9%	10%	9%	13%	8%	10%	12%	7%	8%	10%	4%
				b			c		c	c	
Paying the charge to exit your contract early	161	41	110	21	20	8	24	9	69	53	16
	7%	7%	6%	6%	7%	7%	6%	7%	6%	7%	4%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	142	85	85	40	45	25	44	16	-	-	-
	6%	14%	5%	12%	15%	21%	12%	11%	-%	-%	-%
		b				bc					
Returning your previous provider's equipment	136	87	87	35	52	19	54	13	-	-	-
	6%	14%	5%	11%	17%	16%	15%	9%	-%	-%	-%
		b			a	c					
Other devices or products you own not working with the new service	111	22	74	6	16	2	7	12	52	34	18
	5%	3%	4%	2%	5%	2%	2%	8%	5%	5%	5%
					a			ab			
Resolving billing issues with your previous provider	102	25	68	13	12	3	13	9	42	28	14
	5%	4%	4%	4%	4%	2%	3%	7%	4%	4%	4%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	81	-	81	-	-	-	-	-	81	53	28
	4%	-%	5%	-%	-%	-%	-%	-%	7%	7%	8%
			a								

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Unlocking your handset to take it with you	73	-	73	-	-	-	-	-	73	52	21
	3%	-%	4%	-%	-%	-%	-%	-%	7%	7%	6%
			a								
Paying a disconnection charge to your previous provider	60	26	26	10	16	4	15	8	-	-	-
	3%	4%	2%	3%	5%	3%	4%	5%	-%	-%	-%
		b									
NONE OF THESE	260	51	158	14	36	24	12	15	107	67	39
	12%	8%	9%	4%	12%	20%	3%	10%	10%	9%	11%
					a	bc		b			

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Contacting your new provider	1431	130	212	342	236	107	82	88	165	**	**	**	**	**	**	**
	64%	45%	84%	61%	60%	63%	62%	60%	46%	**	**	**	**	**	**	**
			acdef	a	a	a	a	b								
Finding time to research the market	1385	136	201	335	233	102	85	94	152	**	**	**	**	**	**	**
	62%	47%	79%	60%	60%	60%	64%	64%	43%	**	**	**	**	**	**	**
			acdef	a	a	a	a	b								
Understanding the relevant steps required to switch provider	1290	127	195	298	206	92	82	82	144	**	**	**	**	**	**	**
	58%	45%	77%	53%	53%	54%	62%	56%	41%	**	**	**	**	**	**	**
			acdef	a	a	a	a	b								
Arranging the switch so that you always had access to your services (P)	1261	121	182	318	219	99	80	76	129	**	**	**	**	**	**	**
	56%	42%	71%	57%	56%	58%	60%	52%	36%	**	**	**	**	**	**	**
			acdef	a	a	a	a	b								
Cancelling your previous service (P)	1260	123	195	309	223	86	78	78	146	**	**	**	**	**	**	**
	56%	43%	77%	55%	57%	51%	58%	53%	41%	**	**	**	**	**	**	**
			acdef	a	a	a	a	b								
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1229	117	185	296	207	88	77	73	141	**	**	**	**	**	**	**
	55%	41%	73%	53%	53%	52%	58%	50%	40%	**	**	**	**	**	**	**
			acdef	a	a	a	a	b								
Comparing what different providers are offering	681	39	92	142	96	46	18	50	75	**	**	**	**	**	**	**
	30%	14%	36%	25%	25%	27%	14%	34%	21%	**	**	**	**	**	**	**
			acdf	af	af	af		b								

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Setting up a new online account	559	48	99	117	93	23	29	27	61	**	**	**	**	**	**	**
	25%	17%	39%	21%	24%	14%	22%	19%	17%	**	**	**	**	**	**	**
			acdef		ae											
Keeping/ transferring your phone number	403	48	144	211	211	-	-	-	-	**	**	**	**	**	**	**
	18%	17%	57%	38%	54%	-%	-%	-%	-%	**	**	**	**	**	**	**
		ef	acef	aef	acef											
Getting the switch to happen on the date you wanted (P)	385	20	45	80	60	20	9	33	53	**	**	**	**	**	**	**
	17%	7%	18%	14%	15%	12%	6%	22%	15%	**	**	**	**	**	**	**
			af	af	af											
Contacting your previous provider	311	18	39	78	61	17	7	18	46	**	**	**	**	**	**	**
	14%	6%	15%	14%	16%	10%	6%	12%	13%	**	**	**	**	**	**	**
			af	af	af											
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	307	-	-	-	-	-	-	30	61	**	**	**	**	**	**	**
	14%	-%	-%	-%	-%	-%	-%	20%	17%	**	**	**	**	**	**	**
Having new equipment installed by the new provider	229	-	-	-	-	-	-	34	53	**	**	**	**	**	**	**
	10%	-%	-%	-%	-%	-%	-%	23%	15%	**	**	**	**	**	**	**
								b								
Getting a better deal with your previous provider	204	18	24	50	41	9	7	13	41	**	**	**	**	**	**	**
	9%	6%	9%	9%	11%	5%	6%	9%	11%	**	**	**	**	**	**	**
					e											

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	204 9%	21 7%	23 9% f	45 8%	38 10% ef	7 4%	4 3%	7 5%	42 12% a	** **	** **	** **	** **	** **	** **	** **
Paying the charge to exit your contract early	161 7%	14 5% f	16 6% f	39 7% f	26 7% f	13 8% f	1 1%	9 6%	41 11%	** **	** **	** **	** **	** **	** **	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	142 6%	- -%	- -%	- -%	- -%	- -%	- -%	11 8%	46 13%	** **	** **	** **	** **	** **	** **	** **
Returning your previous provider's equipment	136 6%	- -%	- -%	- -%	- -%	- -%	- -%	15 10%	35 10%	** **	** **	** **	** **	** **	** **	** **
Other devices or products you own not working with the new service	111 5%	16 6%	8 3%	28 5%	18 5%	10 6%	9 6%	6 4%	31 9%	** **	** **	** **	** **	** **	** **	** **
Resolving billing issues with your previous provider	102 5%	9 3%	7 3%	26 5%	18 5%	7 4%	4 3%	4 3%	30 8% a	** **	** **	** **	** **	** **	** **	** **
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	81 4%	23 8% b	8 3%	51 9% b	34 9% b	17 10% b	10 7%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Unlocking your handset to take it with you	73	8	21	44	31	13	5	-	-	**	**	**	**	**	**	**
	3%	3%	8%	8%	8%	8%	4%	-%	-%	**	**	**	**	**	**	**
			a	a	a	a										
Paying a disconnection charge to your previous provider	60	-	-	-	-	-	-	3	31	**	**	**	**	**	**	**
	3%	-%	-%	-%	-%	-%	-%	2%	9%	**	**	**	**	**	**	**
								a								
NONE OF THESE	260	41	7	59	36	22	14	19	83	**	**	**	**	**	**	**
	12%	14%	3%	10%	9%	13%	10%	13%	23%	**	**	**	**	**	**	**
		b		b	b	b	b		a							

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Contacting your new provider	1431	**	**	605	821	908	383	137	467	407	255	291	874	546
	64%	**	**	59%	69%	57%	79%	93%	54%	69%	72%	72%	60%	72%
					a		a	ab		ae	ae	ae	a	ae
Finding time to research the market	1385	**	**	590	786	875	375	131	446	390	246	288	837	534
	62%	**	**	58%	66%	55%	78%	89%	51%	66%	69%	71%	57%	70%
					a		a	ab		ae	ae	ae	a	ae
Understanding the relevant steps required to switch provider	1290	**	**	550	732	809	357	121	420	365	225	270	785	495
	58%	**	**	54%	62%	51%	74%	82%	48%	62%	63%	67%	54%	65%
					a		a	ab		ae	ae	ae	a	ae
Arranging the switch so that you always had access to your services (P)	1261	**	**	547	708	783	346	130	404	349	221	276	753	497
	56%	**	**	54%	60%	49%	72%	88%	46%	59%	62%	68%	52%	65%
					a		a	ab		ae	ae	abe	a	abe
Cancelling your previous service (P)	1260	**	**	554	700	765	365	127	423	348	225	251	771	476
	56%	**	**	54%	59%	48%	76%	86%	49%	59%	63%	62%	53%	63%
					a		a	ab		ae	ae	ae		ae
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1229	**	**	519	706	760	342	125	410	348	214	249	758	463
	55%	**	**	51%	59%	48%	71%	85%	47%	59%	60%	62%	52%	61%
					a		a	ab		ae	ae	ae	a	ae
Comparing what different providers are offering	681	**	**	273	407	415	198	67	256	206	105	112	461	217
	30%	**	**	27%	34%	26%	41%	45%	29%	35%	30%	28%	32%	29%
					a		a	a		adf				

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Setting up a new online account	559	**	**	252	306	327	166	63	211	173	77	98	384	174
	25%	**	**	25%	26%	20%	34%	43%	24%	29%	22%	24%	26%	23%
							a	a		acf				
Keeping/ transferring your phone number	403	**	**	175	228	240	110	53	146	119	63	71	265	135
	18%	**	**	17%	19%	15%	23%	36%	17%	20%	18%	18%	18%	18%
							a	ab						
Getting the switch to happen on the date you wanted (P)	385	**	**	173	213	238	103	45	148	119	55	63	266	118
	17%	**	**	17%	18%	15%	21%	30%	17%	20%	15%	16%	18%	15%
							a	ab		f				
Contacting your previous provider	311	**	**	140	170	212	80	19	119	100	43	48	218	90
	14%	**	**	14%	14%	13%	17%	13%	14%	17%	12%	12%	15%	12%
										cdf				
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	307	**	**	143	163	159	106	42	107	81	55	61	188	116
	14%	**	**	14%	14%	10%	22%	28%	12%	14%	16%	15%	13%	15%
							a	a						
Having new equipment installed by the new provider	229	**	**	100	127	150	60	18	88	65	36	39	153	74
	10%	**	**	10%	11%	9%	13%	12%	10%	11%	10%	10%	10%	10%
							a							
Getting a better deal with your previous provider	204	**	**	95	109	149	46	10	90	54	24	36	144	60
	9%	**	**	9%	9%	9%	10%	7%	10%	9%	7%	9%	10%	8%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Your previous provider trying to persuade you to stay	204	**	**	122	82	133	50	21	94	48	36	25	142	61
	9%	**	**	12%	7%	8%	10%	15%	11%	8%	10%	6%	10%	8%
				b				a	d				d	
Paying the charge to exit your contract early	161	**	**	71	89	128	23	10	63	39	22	36	103	58
	7%	**	**	7%	7%	8%	5%	7%	7%	7%	6%	9%	7%	8%
						b								
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	142	**	**	66	76	90	41	10	52	48	24	19	99	43
	6%	**	**	6%	6%	6%	9%	7%	6%	8%	7%	5%	7%	6%
							a			d				
Returning your previous provider's equipment	136	**	**	63	71	83	37	16	41	40	23	32	81	55
	6%	**	**	6%	6%	5%	8%	11%	5%	7%	6%	8%	6%	7%
							a	a				a		a
Other devices or products you own not working with the new service	111	**	**	51	57	96	13	2	43	32	16	19	75	36
	5%	**	**	5%	5%	6%	3%	1%	5%	6%	5%	5%	5%	5%
						bc								
Resolving billing issues with your previous provider	102	**	**	48	53	83	17	2	44	27	10	20	71	30
	5%	**	**	5%	4%	5%	3%	2%	5%	5%	3%	5%	5%	4%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	81	**	**	25	56	70	11	-	34	22	14	10	56	24
	4%	**	**	2%	5%	4%	2%	-	4%	4%	4%	3%	4%	3%
					a	bc								

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Unlocking your handset to take it with you	73	**	**	29	44	56	15	3	30	16	12	14	46	26
	3%	**	**	3%	4%	3%	3%	2%	3%	3%	4%	3%	3%	3%
Paying a disconnection charge to your previous provider	60	**	**	33	27	49	8	3	27	20	9	5	47	13
	3%	**	**	3%	2%	3%	2%	2%	3%	3%	2%	1%	3%	2%
										d			df	
NONE OF THESE	260	**	**	143	108	214	41	3	138	40	36	45	178	81
	12%	**	**	14%	9%	13%	9%	2%	16%	7%	10%	11%	12%	11%
				b		bc	c		bcdef			b	b	b

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Contacting your new provider	1431	1228	120	59	**	1247	183	547	783
	64%	64%	68%	55%	**	62%	80%	52%	78%
			c				a		a
Finding time to research the market	1385	1189	112	62	**	1207	178	525	757
	62%	62%	63%	57%	**	60%	78%	49%	75%
							a		a
Understanding the relevant steps required to switch provider	1290	1106	107	53	**	1134	156	487	717
	58%	58%	60%	50%	**	57%	68%	46%	71%
							a		a
Arranging the switch so that you always had access to your services (P)	1261	1069	109	56	**	1100	161	480	702
	56%	56%	61%	52%	**	55%	70%	45%	70%
							a		a
Cancelling your previous service (P)	1260	1086	105	48	**	1098	162	486	688
	56%	57%	59%	44%	**	55%	71%	46%	68%
		c	c				a		a
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1229	1050	98	52	**	1070	159	461	694
	55%	55%	55%	49%	**	53%	70%	43%	69%
							a		a
Comparing what different providers are offering	681	569	66	30	**	613	68	258	385
	30%	30%	37%	28%	**	31%	30%	24%	38%
			a						a

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Setting up a new online account	559	478	48	25	**	491	67	192	345
	25%	25%	27%	24%	**	24%	29%	18%	34%
									a
Keeping/ transferring your phone number	403	354	32	8	**	355	48	162	214
	18%	19%	18%	7%	**	18%	21%	15%	21%
		c	c						a
Getting the switch to happen on the date you wanted (P)	385	325	36	14	**	348	37	136	228
	17%	17%	20%	13%	**	17%	16%	13%	23%
									a
Contacting your previous provider	311	271	22	11	**	272	39	123	163
	14%	14%	13%	10%	**	14%	17%	12%	16%
									a
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	307	254	28	17	**	270	37	109	179
	14%	13%	16%	15%	**	13%	16%	10%	18%
									a
Having new equipment installed by the new provider	229	198	19	10	**	205	24	83	133
	10%	10%	11%	9%	**	10%	10%	8%	13%
									a
Getting a better deal with your previous provider	204	178	14	3	**	189	15	92	90
	9%	9%	8%	3%	**	9%	7%	9%	9%
		c							

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Your previous provider trying to persuade you to stay	204	170	23	9	**	182	22	80	108
	9%	9%	13%	8%	**	9%	10%	8%	11%
									a
Paying the charge to exit your contract early	161	145	7	5	**	142	19	74	77
	7%	8%	4%	4%	**	7%	8%	7%	8%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	142	124	11	7	**	124	18	65	70
	6%	6%	6%	6%	**	6%	8%	6%	7%
Returning your previous provider's equipment	136	113	14	7	**	119	17	48	81
	6%	6%	8%	6%	**	6%	7%	5%	8%
									a
Other devices or products you own not working with the new service	111	96	6	6	**	105	6	51	55
	5%	5%	3%	5%	**	5%	3%	5%	5%
Resolving billing issues with your previous provider	102	87	11	1	**	96	6	48	44
	5%	5%	6%	1%	**	5%	3%	5%	4%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	81	70	7	1	**	76	5	49	28
	4%	4%	4%	1%	**	4%	2%	5%	3%
								b	

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Unlocking your handset to take it with you	73	68	3	-	**	68	5	25	42
	3%	4%	2%	-%	**	3%	2%	2%	4%
		c							a
Paying a disconnection charge to your previous provider	60	55	3	1	**	57	4	32	25
	3%	3%	2%	1%	**	3%	2%	3%	2%
NONE OF THESE	260	222	11	19	**	246	14	185	58
	12%	12%	6%	17%	**	12%	6%	17%	6%
		b		b		b		b	

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Base	1038	372	815	199	172	68	235	69	443	317	126
Comparing what different providers are offering	118	26	79	8	18	13	7	**	53	36	17
	11%	7%	10%	4%	11%	19%	3%	**	12%	11%	14%
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Understanding the relevant steps required to switch provider	335	54	225	11	44	20	12	22	170	126	45
	15%	9%	13%	3%	14%	17%	3%	15%	15%	17%	12%
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Finding time to research the market	306	53	218	13	39	21	11	21	165	127	38
	14%	8%	13%	4%	13%	18%	3%	14%	15%	17%	10%
Base	582	181	422	73	107	44	94	42	241	180	61
Contacting your previous provider	117	29	83	**	19	**	14	**	55	38	**
	20%	16%	20%	**	18%	**	15%	**	23%	21%	**
Base	541	163	386	71	92	45	80	38	223	177	46
Your previous provider trying to persuade you to stay	118	36	86	**	28	**	11	**	50	40	**
	22%	22%	22%	**	30%	**	13%	**	22%	23%	**
Base	616	191	449	78	112	50	93	48	259	197	62
Getting a better deal with your previous provider	241	89	184	30	59	**	37	**	95	74	**
	39%	47%	41%	38%	53%	**	40%	**	37%	38%	**
					a						

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Contacting your new provider	296	48	198	13	35	22	10	16	150	107	43
	13%	8%	11%	4%	12%	19%	3%	11%	14%	15%	12%
			a		a	b		b			
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Cancelling your previous service	362	72	247	15	57	31	19	22	175	109	66
	16%	11%	14%	4%	19%	26%	5%	15%	16%	15%	18%
			a		a	bc		b			
Base	734	-	734	-	-	-	-	-	734	734	-
Keeping/ transferring your phone number	111	**	111	**	**	**	**	**	111	111	**
	15%	**	15%	**	**	**	**	**	15%	15%	**
Base	276	45	184	17	28	14	18	13	139	107	32
Paying the charge to exit your contract early	106	**	70	**	**	**	**	**	52	**	**
	39%	**	38%	**	**	**	**	**	38%	**	**
Base	802	255	641	140	116	51	157	47	385	281	104
Setting up a new online account	93	17	69	6	11	**	5	**	52	40	**
	12%	7%	11%	4%	10%	**	3%	**	13%	14%	**
			a		a						
Base	171	-	171	-	-	-	-	-	171	130	42
Unlocking your handset to take it with you	45	**	45	**	**	**	**	**	45	36	**
	26%	**	26%	**	**	**	**	**	26%	28%	**
Base	731	234	535	105	129	54	131	49	301	214	87

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Getting the switch to happen on the date you wanted	135	27	89	8	19	11	10	6	62	39	23
	18%	11%	17%	7%	15%	20%	7%	12%	21%	18%	27%
			a		a	bc					ab
Base	385	216	216	66	150	67	94	55	-	-	-
Having new equipment installed by the new provider	63	24	24	**	19	11	7	**	**	**	**
	16%	11%	11%	**	13%	16%	8%	**	**	**	**
						b					
Base	486	282	282	188	94	41	201	40	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	56	14	14	2	11	**	5	**	**	**	**
	12%	5%	5%	1%	12%	**	2%	**	**	**	**
					a						
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Arranging the switch so that you always had access to your services	359	70	245	22	48	23	21	26	175	122	53
	16%	11%	14%	7%	16%	20%	6%	18%	16%	17%	15%
			a		a	b		b			
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Arranging the switch so that you were not paying for your old and new services at the same time	381	68	265	18	50	29	22	17	197	131	66
	17%	11%	15%	5%	16%	24%	6%	12%	18%	18%	18%
			a		a	bc		b			

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Base	290	146	146	57	88	44	63	38	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	67	16	16	**	12	**	**	**	**	**	**
	23%	11%	11%	**	14%	**	**	**	**	**	**
Base	245	-	245	-	-	-	-	-	245	179	66
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	84	**	84	**	**	**	**	**	84	71	**
	34%	**	34%	**	**	**	**	**	34%	40%	**
Base	291	155	155	60	95	43	85	28	-	-	-
Returning your previous provider's equipment	57	20	20	**	15	**	6	**	**	**	**
	20%	13%	13%	**	16%	**	7%	**	**	**	**
Base	374	57	244	18	39	12	19	25	187	137	50
Other devices or products you own not working with the new service	111	**	73	**	**	**	**	**	60	45	**
	30%	**	30%	**	**	**	**	**	32%	33%	**
Base	458	89	310	36	53	26	40	23	220	155	65
Resolving billing issues with your previous provider	178	37	130	**	**	**	**	**	92	65	**
	39%	42%	42%	**	**	**	**	**	42%	42%	**
Base	199	73	73	22	51	16	28	29	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Paying a disconnection charge to your previous provider	57	18	18	3	15	8	3	7	-	-	-
	29%	25%	25%	13%	30%	48%	12%	24%	-%	-%	-%
					a	bc		b			

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Base	1038	93	124	226	158	68	33	74	149	-	-	-	-	-	-	-
Comparing what different providers are offering	118	**	6	20	12	**	**	**	**	**	**	**	**	**	**	**
	11%	**	5%	9%	7%	**	**	**	**	**	**	**	**	**	**	**
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	335	68	12	91	69	22	17	24	86	**	**	**	**	**	**	**
	15%	24%	5%	16%	18%	13%	13%	16%	24%	**	**	**	**	**	**	**
		bcef		b	b	b	b									
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Finding time to research the market	306	67	19	79	61	18	14	15	72	**	**	**	**	**	**	**
	14%	23%	8%	14%	16%	11%	10%	11%	20%	**	**	**	**	**	**	**
		bcd		b	b		a									
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Contacting your previous provider	117	**	**	24	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	20%	**	**	**	**	**	**	**	**	**	**	**	**
Base	541	49	45	129	104	26	13	31	124	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	118	**	**	33	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	25%	**	**	**	**	**	**	**	**	**	**	**	**
Base	616	65	51	143	111	32	25	40	127	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

Any break column with 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/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Getting a better deal with your previous provider	241	22	21	52	36	16	5	16	41	**	**	**	**	**	**	**
	39%	34%	41%	36%	33%	50%	22%	41%	32%	**	**	**	**	**	**	**
		f	f	f	f	acdf										
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Contacting your new provider	296	62	11	77	58	19	20	21	77	**	**	**	**	**	**	**
	13%	22%	4%	14%	15%	11%	15%	14%	22%	**	**	**	**	**	**	**
		bcd		b	b	b	b									
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Cancelling your previous service	362	65	24	85	54	31	22	26	89	**	**	**	**	**	**	**
	16%	23%	10%	15%	14%	18%	17%	18%	25%	**	**	**	**	**	**	**
		bcd				b										
Base	734	153	190	391	391	-	-	-	-	-	-	-	-	-	-	-
Keeping/ transferring your phone number	111	39	8	65	65	**	**	**	**	**	**	**	**	**	**	**
	15%	25%	4%	17%	17%	**	**	**	**	**	**	**	**	**	**	**
		bcd		b	b											
Base	276	49	12	78	56	22	6	13	79	-	-	-	-	-	-	-
Paying the charge to exit your contract early	106	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	802	89	118	179	137	42	44	34	127	-	-	-	-	-	-	-
Setting up a new online account	93	**	**	25	19	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	14%	14%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Base	171	39	37	95	67	28	10	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	731	74	68	160	113	47	25	48	148	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	135	**	**	27	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	17%	**	**	**	**	**	**	**	**	**	**	**	**
Base	385	-	-	-	-	-	-	47	122	-	-	-	-	-	-	-
Having new equipment installed by the new provider	63	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	486	-	-	-	-	-	-	59	144	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	56	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	359	70	18	87	58	29	17	26	88	**	**	**	**	**	**	**
	16%	25%	7%	16%	15%	17%	13%	18%	25%	**	**	**	**	**	**	**
		bcd	f	b	b	b										

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	381	67	18	112	74	38	20	27	89	**	**	**	**	**	**	**
	17%	23%	7%	20%	19%	23%	15%	18%	25%	**	**	**	**	**	**	**
		b		b	b	b	b									
Base	290	-	-	-	-	-	-	27	118	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	67	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	245	90	19	136	96	41	22	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	84	**	**	40	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	29%	**	**	**	**	**	**	**	**	**	**	**	**
Base	291	-	-	-	-	-	-	37	99	-	-	-	-	-	-	-
Returning your previous provider's equipment	57	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	374	73	17	98	70	28	21	20	110	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	111	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Base	458	64	29	127	93	34	20	27	121	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	178	**	**	46	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	36%	**	**	**	**	**	**	**	**	**	**	**	**
Base	199	-	-	-	-	-	-	15	111	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	57	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Base	1038	-	-	449	581	700	255	82	429	293	148	165	722	313
Comparing what different providers are offering	118	**	**	61	51	96	17	**	61	22	17	18	83	35
	11%	**	**	14% b	9%	14% b	7%	**	14% b	8%	12%	11%	11%	11%
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Understanding the relevant steps required to switch provider	335	**	**	177	149	286	45	5	184	64	37	50	248	87
	15%	**	**	17% b	13%	18% bc	9% c	3%	21% bcdef	11%	10%	12%	17% bcdf	11%
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Finding time to research the market	306	**	**	169	130	253	49	4	172	54	45	34	227	79
	14%	**	**	17% b	11%	16% bc	10% c	3%	20% bcdef	9%	13%	9%	16% bdf	10%
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Contacting your previous provider	117	**	**	58	58	94	21	**	67	24	**	**	91	26
	20%	**	**	21%	19%	22%	18%	**	26% bf	14%	**	**	21% b	17%
Base	541	-	-	293	246	409	102	31	253	139	82	65	391	147
Your previous provider trying to persuade you to stay	118	**	**	67	52	95	21	**	60	25	**	**	84	34
	22%	**	**	23%	21%	23%	21%	**	24%	18%	**	**	22%	23%
Base	616	-	-	322	291	461	121	34	287	164	88	77	451	165

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Getting a better deal with your previous provider	241	**	**	131	109	165	57	20	118	61	37	25	179	62
	39%	**	**	41%	38%	36%	47%	58%	41%	37%	42%	33%	40%	38%
							a	ab	d		d		d	
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Contacting your new provider	296	**	**	156	131	251	41	3	169	55	31	40	224	72
	13%	**	**	15%	11%	16%	8%	2%	19%	9%	9%	10%	15%	9%
				b		bc	c		bcdef				bcdf	
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Cancelling your previous service	362	**	**	180	168	305	51	6	191	77	36	54	268	91
	16%	**	**	18%	14%	19%	11%	4%	22%	13%	10%	13%	18%	12%
				b		bc	c		bcdef				bcdf	
Base	734	-	-	334	395	528	149	57	316	194	111	110	510	221
Keeping/ transferring your phone number	111	**	**	60	51	101	10	**	63	21	**	**	84	27
	15%	**	**	18%	13%	19%	7%	**	20%	11%	**	**	16%	12%
						b			bf					
Base	276	-	-	147	127	239	31	6	144	56	35	41	200	76
Paying the charge to exit your contract early	106	**	**	63	41	91	**	**	61	**	**	**	84	**
	39%	**	**	43%	33%	38%	**	**	42%	**	**	**	42%	**
Base	802	-	-	373	428	529	203	69	329	230	112	130	559	242
Setting up a new online account	93	**	**	46	46	80	12	**	51	15	18	9	66	27
	12%	**	**	12%	11%	15%	6%	**	15%	7%	16%	7%	12%	11%
						b			bd		bd		b	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Base	171	-	-	77	92	141	25	5	88	34	27	22	121	49
Unlocking your handset to take it with you	45	**	**	**	**	42	**	**	**	**	**	**	**	**
	26%	**	**	**	**	30%	**	**	**	**	**	**	**	**
Base	731	-	-	360	364	520	163	48	329	188	104	106	517	210
Getting the switch to happen on the date you wanted	135	**	**	84	49	115	20	**	78	19	20	18	96	38
	18%	**	**	23%	14%	22%	12%	**	24%	10%	19%	17%	19%	18%
				b		b			b		b		b	b
Base	385	-	-	176	207	280	84	20	165	108	56	55	273	111
Having new equipment installed by the new provider	63	**	**	32	31	52	11	**	40	13	**	**	53	10
	16%	**	**	18%	15%	19%	13%	**	25%	12%	**	**	20%	9%
									bf				f	
Base	486	-	-	216	267	305	132	49	191	137	74	82	328	156
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	56	**	**	24	31	44	10	**	31	13	**	**	43	13
	12%	**	**	11%	12%	14%	8%	**	16%	9%	**	**	13%	8%
						b			f					
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Arranging the switch so that you always had access to your services	359	**	**	181	168	300	50	6	191	78	43	44	269	87
	16%	**	**	18%	14%	19%	10%	4%	22%	13%	12%	11%	18%	11%
				b		bc	c		bcdef				bcdf	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Arranging the switch so that you were not paying for your old and new services at the same time	381 17%	** **	** **	193 19% b	179 15% b	324 20% bc	48 10% c	7 5%	197 23% bcd	83 14%	44 12%	55 13%	280 19% bcd	98 13%
Base	290	-	-	142	145	213	65	11	129	88	42	31	217	72
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	67 23%	** **	** **	40 28% b	27 18%	57 27%	** **	** **	37 29%	** **	** **	** **	55 25%	** **
Base	245	-	-	112	127	216	26	3	117	50	47	30	166	77
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	84 34%	** **	** **	** **	30 24%	74 34%	** **	** **	** **	** **	** **	** **	60 36%	** **
Base	291	-	-	145	143	198	71	20	117	85	43	44	202	87
Returning your previous provider's equipment	57 20%	** **	** **	30 21%	27 19%	43 22%	** **	** **	35 30% f	** **	** **	** **	48 24% f	9 11%
Base	374	-	-	191	175	333	35	5	185	89	54	45	274	99
Other devices or products you own not working with the new service	111 30%	** **	** **	56 29%	51 29%	98 29%	** **	** **	69 37%	** **	** **	** **	81 29%	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with 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/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Base	458	-	-	235	221	380	68	9	234	95	61	66	329	128
Resolving billing issues with your previous provider	178	**	**	90	88	151	**	**	101	**	**	**	131	47
	39%	**	**	38%	40%	40%	**	**	43%	**	**	**	40%	37%
Base	199	-	-	114	86	174	23	3	103	51	24	21	154	45
Paying a disconnection charge to your previous provider	57	**	**	38	**	49	**	**	**	**	**	**	50	**
	29%	**	**	34%	**	28%	**	**	**	**	**	**	32%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Base	1038	878	92	46	21	941	97	455	522
Comparing what different providers are offering	118	102	**	**	**	108	**	85	25
	11%	12%	**	**	**	11%	**	19% b	5%
Base	2234	1909	178	107	40	2005	229	1062	1006
Understanding the relevant steps required to switch provider	335	287	22	20	**	321	14	238	68
	15%	15%	12%	19%	**	16% b	6%	22% b	7%
Base	2234	1909	178	107	40	2005	229	1062	1006
Finding time to research the market	306	260	24	14	**	298	8	221	69
	14%	14%	13%	13%	**	15% b	4%	21% b	7%
Base	582	511	39	21	11	529	53	284	260
Contacting your previous provider	117	101	**	**	**	112	**	89	28
	20%	20%	**	**	**	21%	**	31% b	11%
Base	541	459	44	27	11	492	50	284	223
Your previous provider trying to persuade you to stay	118	104	**	**	**	107	**	82	29
	22%	23%	**	**	**	22%	**	29% b	13%
Base	616	530	40	27	19	567	49	316	259
Columns Tested: a,b,c,d - a,b - a,b									

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Getting a better deal with your previous provider	241	209	16	13	**	217	24	134	102
	39%	39%	39%	49%	**	38%	49%	42%	39%
							a		
Base	2234	1909	178	107	40	2005	229	1062	1006
Contacting your new provider	296	249	19	20	**	284	12	209	62
	13%	13%	11%	19%	**	14%	5%	20%	6%
						b		b	
Base	2234	1909	178	107	40	2005	229	1062	1006
Cancelling your previous service	362	299	33	23	**	342	20	238	97
	16%	16%	19%	22%	**	17%	9%	22%	10%
						b		b	
Base	734	629	58	28	18	666	69	376	303
Keeping/ transferring your phone number	111	89	**	**	**	107	**	78	26
	15%	14%	**	**	**	16%	**	21%	9%
								b	
Base	276	233	18	14	10	250	26	176	91
Paying the charge to exit your contract early	106	88	**	**	**	101	**	81	**
	39%	38%	**	**	**	40%	**	46%	**
Base	802	680	68	41	12	722	80	348	420
Setting up a new online account	93	75	**	**	**	91	**	74	15
	12%	11%	**	**	**	13%	**	21%	4%
								b	

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Base	171	153	6	6	5	160	11	98	62
Unlocking your handset to take it with you	45	38	**	**	**	45	**	**	**
	26%	25%	**	**	**	28%	**	**	**
Base	731	624	58	35	14	669	61	340	354
Getting the switch to happen on the date you wanted	135	117	**	**	**	129	**	87	45
	18%	19%	**	**	**	19%	**	26% b	13%
Base	385	336	31	16	2	344	41	174	191
Having new equipment installed by the new provider	63	56	**	**	**	60	**	47	16
	16%	17%	**	**	**	18%	**	27% b	8%
Base	486	408	41	26	10	439	46	212	248
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	56	51	**	**	**	55	**	41	14
	12%	12%	**	**	**	12%	**	19% b	6%
Base	2234	1909	178	107	40	2005	229	1062	1006
Arranging the switch so that you always had access to your services	359	314	19	20	**	336	23	243	85
	16%	16% b	11%	19%	**	17% b	10%	23% b	8%

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Base	2234	1909	178	107	40	2005	229	1062	1006
Arranging the switch so that you were not paying for your old and new services at the same time	381	321	28	25	**	358	22	258	97
	17%	17%	16%	23%	**	18% b	10%	24% b	10%
Base	290	246	26	15	4	263	27	155	123
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	67	54	**	**	**	66	**	48	18
	23%	22%	**	**	**	25%	**	31% b	14%
Base	245	210	17	10	8	233	12	168	63
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	84	70	**	**	**	80	**	72	**
	34%	33%	**	**	**	35%	**	43%	**
Base	291	246	23	15	7	265	26	129	145
Returning your previous provider's equipment	57	50	**	**	**	56	**	37	20
	20%	20%	**	**	**	21%	**	28% b	14%
Base	374	330	22	17	5	355	19	244	112
Other devices or products you own not working with the new service	111	97	**	**	**	107	**	90	16
	30%	29%	**	**	**	30%	**	37% b	14%

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Base	458	390	36	24	8	428	30	274	151
Resolving billing issues with your previous provider	178	149	**	**	**	169	**	124	43
	39%	38%	**	**	**	39%	**	45%	29%
								b	
Base	199	170	12	16	1	190	9	123	68
Paying a disconnection charge to your previous provider	57	46	**	**	**	57	**	41	**
	29%	27%	**	**	**	30%	**	34%	**

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Base	1038	372	815	199	172	68	235	69	443	317	126
Comparing what different providers are offering	239	62	180	24	38	14	26	**	117	89	28
	23%	17%	22%	12%	22%	21%	11%	**	26%	28%	22%
			a		a	b					
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Understanding the relevant steps required to switch provider	609	132	442	46	85	26	59	47	311	207	103
	27%	21%	26%	14%	28%	21%	16%	32%	28%	28%	28%
			a		a			ab			
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Finding time to research the market	544	111	374	49	62	21	56	34	263	167	96
	24%	18%	22%	15%	20%	18%	15%	24%	24%	23%	26%
			a		a			b			
Base	582	181	422	73	107	44	94	42	241	180	61
Contacting your previous provider	153	39	90	**	30	**	15	**	51	36	**
	26%	22%	21%	**	27%	**	16%	**	21%	20%	**
Base	541	163	386	71	92	45	80	38	223	177	46
Your previous provider trying to persuade you to stay	220	61	146	**	39	**	25	**	85	63	**
	41%	37%	38%	**	43%	**	31%	**	38%	36%	**
Base	616	191	449	78	112	50	93	48	259	197	62
Getting a better deal with your previous provider	170	42	114	16	26	**	17	**	72	51	**
	28%	22%	25%	21%	23%	**	18%	**	28%	26%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Contacting your new provider	508	88	354	30	58	13	36	39	266	179	87
	23%	14%	20% a	9%	19% a	11%	10%	27% ab	24%	24%	24%
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Cancelling your previous service	613	150	449	48	101	29	66	54	299	203	96
	27%	24%	26%	15%	33% a	24%	18%	38% ab	27%	28%	26%
Base	734	-	734	-	-	-	-	-	734	734	-
Keeping/ transferring your phone number	220	**	220	**	**	**	**	**	220	220	**
	30%	**	30%	**	**	**	**	**	30%	30%	**
Base	276	45	184	17	28	14	18	13	139	107	32
Paying the charge to exit your contract early	146	**	99	**	**	**	**	**	76	**	**
	53%	**	54%	**	**	**	**	**	54%	**	**
Base	802	255	641	140	116	51	157	47	385	281	104
Setting up a new online account	150	32	102	13	20	**	14	**	70	44	**
	19%	13%	16%	9%	17% a	**	9%	**	18%	16%	**
Base	171	-	171	-	-	-	-	-	171	130	42
Unlocking your handset to take it with you	53	**	53	**	**	**	**	**	53	41	**
	31%	**	31%	**	**	**	**	**	31%	32%	**
Base	731	234	535	105	129	54	131	49	301	214	87

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Getting the switch to happen on the date you wanted	210	52	147	23	30	13	27	13	94	69	26
	29%	22%	27%	22%	23%	24%	20%	26%	31%	32%	29%
Base	385	216	216	66	150	67	94	55	-	-	-
Having new equipment installed by the new provider	93	50	50	**	36	12	17	**	**	**	**
	24%	23%	23%	**	24%	18%	18%	**	**	**	**
Base	486	282	282	188	94	41	201	40	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	123	53	53	28	25	**	29	**	**	**	**
	25%	19%	19%	15%	26%	**	14%	**	**	**	**
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Arranging the switch so that you always had access to your services	615	125	430	46	79	26	57	42	305	211	94
	28%	20%	25%	14%	26%	21%	16%	29%	28%	29%	26%
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Arranging the switch so that you were not paying for your old and new services at the same time	624	144	451	44	100	26	62	56	307	216	91
	28%	23%	26%	14%	33%	22%	17%	39%	28%	29%	25%

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Base	290	146	146	57	88	44	63	38	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	81	45	45	**	31	**	**	**	**	**	**
	28%	31%	31%	**	35%	**	**	**	**	**	**
Base	245	-	245	-	-	-	-	-	245	179	66
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	80	**	80	**	**	**	**	**	80	54	**
	33%	**	33%	**	**	**	**	**	33%	30%	**
Base	291	155	155	60	95	43	85	28	-	-	-
Returning your previous provider's equipment	98	49	49	**	28	**	24	**	**	**	**
	34%	31%	31%	**	29%	**	28%	**	**	**	**
Base	374	57	244	18	39	12	19	25	187	137	50
Other devices or products you own not working with the new service	152	**	97	**	**	**	**	**	75	58	**
	41%	**	40%	**	**	**	**	**	40%	42%	**
Base	458	89	310	36	53	26	40	23	220	155	65
Resolving billing issues with your previous provider	178	27	112	**	**	**	**	**	86	62	**
	39%	30%	36%	**	**	**	**	**	39%	40%	**
Base	199	73	73	22	51	16	28	29	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

Any break column with 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/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Paying a disconnection charge to your previous provider	81	29	29	9	19	5	9	15	-	-	-
	41%	39%	39%	42%	38%	30%	34%	50%	-%	-%	-%
								ab			

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Base	1038	93	124	226	158	68	33	74	149	-	-	-	-	-	-	-
Comparing what different providers are offering	239	**	26	64	51	**	**	**	**	**	**	**	**	**	**	**
	23%	**	21%	28%	32%	**	**	**	**	**	**	**	**	**	**	**
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	609	91	48	172	117	55	34	41	126	**	**	**	**	**	**	**
	27%	32%	19%	31%	30%	33%	26%	28%	35%	**	**	**	**	**	**	**
		b	b	b	b	b	b									
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Finding time to research the market	544	83	34	146	97	49	34	38	132	**	**	**	**	**	**	**
	24%	29%	13%	26%	25%	29%	26%	26%	37%	**	**	**	**	**	**	**
		b	b	b	b	b	b	a								
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Contacting your previous provider	153	**	**	22	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**
Base	541	49	45	129	104	26	13	31	124	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	220	**	**	51	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	40%	**	**	**	**	**	**	**	**	**	**	**	**
Base	616	65	51	143	111	32	25	40	127	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Getting a better deal with your previous provider	170	25	6	41	34	7	12	10	46	**	**	**	**	**	**	**
	28%	38%	12%	29%	30%	23%	48%	26%	36%	**	**	**	**	**	**	**
		bce		b	b	b	bcde		a							
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Contacting your new provider	508	94	31	141	97	44	31	39	115	**	**	**	**	**	**	**
	23%	33%	12%	25%	25%	26%	23%	26%	32%	**	**	**	**	**	**	**
		bcd		b	b	b	b									
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Cancelling your previous service	613	98	35	166	114	52	33	43	121	**	**	**	**	**	**	**
	27%	34%	14%	30%	29%	31%	25%	29%	34%	**	**	**	**	**	**	**
		b		b	b	b	b									
Base	734	153	190	391	391	-	-	-	-	-	-	-	-	-	-	-
Keeping/ transferring your phone number	220	66	39	115	115	**	**	**	**	**	**	**	**	**	**	**
	30%	43%	20%	29%	29%	**	**	**	**	**	**	**	**	**	**	**
		bcd		b	b											
Base	276	49	12	78	56	22	6	13	79	-	-	-	-	-	-	-
Paying the charge to exit your contract early	146	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	802	89	118	179	137	42	44	34	127	-	-	-	-	-	-	-
Setting up a new online account	150	**	**	37	25	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	21%	18%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Base	171	39	37	95	67	28	10	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	53	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	731	74	68	160	113	47	25	48	148	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	210	**	**	52	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	33%	**	**	**	**	**	**	**	**	**	**	**	**
Base	385	-	-	-	-	-	-	47	122	-	-	-	-	-	-	-
Having new equipment installed by the new provider	93	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	486	-	-	-	-	-	-	59	144	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	123	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	615	95	55	156	114	42	36	45	140	**	**	**	**	**	**	**
	28%	33%	22%	28%	29%	25%	27%	30%	39%	**	**	**	**	**	**	**
		b														

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	624	102	52	153	110	43	36	47	126	**	**	**	**	**	**	**
	28%	36%	20%	27%	28%	25%	27%	32%	35%	**	**	**	**	**	**	**
		bce			b											
Base	290	-	-	-	-	-	-	27	118	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	81	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	245	90	19	136	96	41	22	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	80	**	**	46	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	33%	**	**	**	**	**	**	**	**	**	**	**	**
Base	291	-	-	-	-	-	-	37	99	-	-	-	-	-	-	-
Returning your previous provider's equipment	98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	374	73	17	98	70	28	21	20	110	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	152	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Base	458	64	29	127	93	34	20	27	121	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	178	**	**	56	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	44%	**	**	**	**	**	**	**	**	**	**	**	**
Base	199	-	-	-	-	-	-	15	111	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	81	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Base	1038	-	-	449	581	700	255	82	429	293	148	165	722	313
Comparing what different providers are offering	239	**	**	114	123	189	40	**	112	65	26	36	178	61
	23%	**	**	25%	21%	27% b	16%	**	26% cf	22%	17%	22%	25%	20%
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Understanding the relevant steps required to switch provider	609	**	**	294	308	505	82	21	265	160	93	85	425	177
	27%	**	**	29%	26%	32% bc	17%	15%	31% df	27% d	26%	21%	29% df	23%
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Finding time to research the market	544	**	**	262	273	471	59	12	251	144	64	82	395	146
	24%	**	**	26%	23%	29% bc	12%	8%	29% cdf	24% cf	18%	20%	27% cdf	19%
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Contacting your previous provider	153	**	**	74	79	130	15	**	68	46	**	**	114	39
	26%	**	**	27%	26%	30% b	13%	**	27%	27%	**	**	27%	25%
Base	541	-	-	293	246	409	102	31	253	139	82	65	391	147
Your previous provider trying to persuade you to stay	220	**	**	105	112	182	31	**	99	66	**	**	165	53
	41%	**	**	36%	46% a	44% b	30%	**	39%	48% f	**	**	42%	36%
Base	616	-	-	322	291	461	121	34	287	164	88	77	451	165

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Getting a better deal with your previous provider	170	**	**	96	73	147	18	5	79	49	27	16	127	43
	28%	**	**	30%	25%	32%	15%	14%	27%	30%	30%	21%	28%	26%
				b		bc			d	d	d		d	
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Contacting your new provider	508	**	**	260	237	440	59	7	233	127	69	73	360	142
	23%	**	**	25%	20%	28%	12%	5%	27%	22%	19%	18%	25%	19%
				b		bc	c		bcd				cd	
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Cancelling your previous service	613	**	**	287	321	529	67	14	255	164	93	99	418	193
	27%	**	**	28%	27%	33%	14%	10%	29%	28%	26%	25%	29%	25%
						bc								
Base	734	-	-	334	395	528	149	57	316	194	111	110	510	221
Keeping/ transferring your phone number	220	**	**	100	117	188	28	**	106	54	**	**	161	60
	30%	**	**	30%	30%	36%	19%	**	34%	28%	**	**	31%	27%
						b								
Base	276	-	-	147	127	239	31	6	144	56	35	41	200	76
Paying the charge to exit your contract early	146	**	**	71	74	130	**	**	68	**	**	**	108	**
	53%	**	**	48%	58%	54%	**	**	47%	**	**	**	54%	**
Base	802	-	-	373	428	529	203	69	329	230	112	130	559	242
Setting up a new online account	150	**	**	75	76	122	24	**	67	42	17	23	109	41
	19%	**	**	20%	18%	23%	12%	**	20%	18%	16%	18%	19%	17%
						b								

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Base	171	-	-	77	92	141	25	5	88	34	27	22	121	49
Unlocking your handset to take it with you	53	**	**	**	**	43	**	**	**	**	**	**	**	**
	31%	**	**	**	**	30%	**	**	**	**	**	**	**	**
Base	731	-	-	360	364	520	163	48	329	188	104	106	517	210
Getting the switch to happen on the date you wanted	210	**	**	103	102	167	39	**	104	51	29	25	154	55
	29%	**	**	29%	28%	32% b	24%	**	31%	27%	28%	24%	30%	26%
Base	385	-	-	176	207	280	84	20	165	108	56	55	273	111
Having new equipment installed by the new provider	93	**	**	44	49	77	13	**	37	30	**	**	67	26
	24%	**	**	25%	24%	28% b	15%	**	22%	28%	**	**	25%	23%
Base	486	-	-	216	267	305	132	49	191	137	74	82	328	156
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	123	**	**	49	73	103	16	**	53	43	**	**	96	27
	25%	**	**	23%	27%	34% b	12%	**	28% f	31% f	**	**	29% f	17%
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Arranging the switch so that you always had access to your services	615	**	**	293	313	516	87	11	274	161	90	85	435	175
	28%	**	**	29%	26%	32% bc	18% c	8%	32% cdf	27% d	25%	21%	30% df	23%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with 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/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Arranging the switch so that you were not paying for your old and new services at the same time	624 28%	** **	** **	309 30% b	304 26% b	515 32% bc	93 19% c	15 10%	263 30%	157 27%	98 28%	101 25%	420 29%	198 26%
Base	290	-	-	142	145	213	65	11	129	88	42	31	217	72
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	81 28%	** **	** **	37 26%	42 29%	66 31%	** **	** **	39 31%	** **	** **	** **	63 29%	** **
Base	245	-	-	112	127	216	26	3	117	50	47	30	166	77
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	80 33%	** **	** **	** **	40 32%	73 34%	** **	** **	** **	** **	** **	** **	50 30%	** **
Base	291	-	-	145	143	198	71	20	117	85	43	44	202	87
Returning your previous provider's equipment	98 34%	** **	** **	52 36%	45 31%	73 37%	** **	** **	41 35%	** **	** **	** **	73 36%	23 26%
Base	374	-	-	191	175	333	35	5	185	89	54	45	274	99
Other devices or products you own not working with the new service	152 41%	** **	** **	84 44%	68 39%	139 42%	** **	** **	74 40%	** **	** **	** **	118 43%	** **
Base	458	-	-	235	221	380	68	9	234	95	61	66	329	128
Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f														

Any break column with 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/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Resolving billing issues with your previous provider	178	**	**	97	80	147	27	5	89	38	29	21	127	50
	39%	**	**	41%	36%	39%	39%	50%	38%	40%	47%	32%	39%	39%
				b				ab	d	d	abdef		d	d
Base	199	-	-	114	86	174	23	3	103	51	24	21	154	45
Paying a disconnection charge to your previous provider	81	**	**	42	**	75	**	**	**	**	**	**	57	**
	41%	**	**	37%	**	43%	**	**	**	**	**	**	37%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Base	1038	878	92	46	21	941	97	455	522
Comparing what different providers are offering	239	207	**	**	**	220	**	111	111
	23%	24%	**	**	**	23%	**	25%	21%
Base	2234	1909	178	107	40	2005	229	1062	1006
Understanding the relevant steps required to switch provider	609	516	49	34	**	551	58	337	221
	27%	27%	27%	31%	**	27%	25%	32% b	22%
Base	2234	1909	178	107	40	2005	229	1062	1006
Finding time to research the market	544	460	42	31	**	501	43	316	180
	24%	24%	23%	29%	**	25% b	19%	30% b	18%
Base	582	511	39	21	11	529	53	284	260
Contacting your previous provider	153	139	**	**	**	145	**	72	69
	26%	27%	**	**	**	27%	**	25%	27%
Base	541	459	44	27	11	492	50	284	223
Your previous provider trying to persuade you to stay	220	185	**	**	**	203	**	121	86
	41%	40%	**	**	**	41%	**	43%	38%
Base	616	530	40	27	19	567	49	316	259
Getting a better deal with your previous provider	170	143	**	**	**	160	**	90	67
	28%	27%	**	**	**	28%	**	29%	26%

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Base	2234	1909	178	107	40	2005	229	1062	1006
Contacting your new provider	508	432	38	28	**	474	34	305	161
	23%	23%	22%	26%	**	24% b	15%	29% b	16%
Base	2234	1909	178	107	40	2005	229	1062	1006
Cancelling your previous service	613	524	40	36	**	566	47	338	221
	27%	27%	22%	34% b	**	28% b	20%	32% b	22%
Base	734	629	58	28	18	666	69	376	303
Keeping/ transferring your phone number	220	186	**	**	**	203	**	136	63
	30%	30%	**	**	**	31%	**	36% b	21%
Base	276	233	18	14	10	250	26	176	91
Paying the charge to exit your contract early	146	121	**	**	**	136	**	89	**
	53%	52%	**	**	**	54%	**	50%	**
Base	802	680	68	41	12	722	80	348	420
Setting up a new online account	150	128	**	**	**	140	**	82	59
	19%	19%	**	**	**	19%	**	24% b	14%
Base	171	153	6	6	5	160	11	98	62
Unlocking your handset to take it with you	53	47	**	**	**	47	**	**	**
	31%	30%	**	**	**	29%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Base	731	624	58	35	14	669	61	340	354
Getting the switch to happen on the date you wanted	210	182	**	**	**	192	**	116	81
	29%	29%	**	**	**	29%	**	34% b	23%
Base	385	336	31	16	2	344	41	174	191
Having new equipment installed by the new provider	93	81	**	**	**	79	**	44	42
	24%	24%	**	**	**	23%	**	25%	22%
Base	486	408	41	26	10	439	46	212	248
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	123	103	**	**	**	115	**	62	54
	25%	25%	**	**	**	26%	**	29%	22%
Base	2234	1909	178	107	40	2005	229	1062	1006
Arranging the switch so that you always had access to your services	615	526	50	32	**	570	45	338	220
	28%	28%	28%	30%	**	28% b	20%	32% b	22%
Base	2234	1909	178	107	40	2005	229	1062	1006
Arranging the switch so that you were not paying for your old and new services at the same time	624	538	51	30	**	577	47	343	215
	28%	28%	29%	28%	**	29% b	21%	32% b	21%
Columns Tested: a,b,c,d - a,b - a,b									

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Base	290	246	26	15	4	263	27	155	123
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	81	68	**	**	**	73	**	43	35
	28%	28%	**	**	**	28%	**	27%	28%
Base	245	210	17	10	8	233	12	168	63
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	80	70	**	**	**	76	**	48	**
	33%	33%	**	**	**	33%	**	28%	**
Base	291	246	23	15	7	265	26	129	145
Returning your previous provider's equipment	98	84	**	**	**	89	**	45	44
	34%	34%	**	**	**	34%	**	35%	30%
Base	374	330	22	17	5	355	19	244	112
Other devices or products you own not working with the new service	152	137	**	**	**	143	**	103	41
	41%	42%	**	**	**	40%	**	42%	37%
Base	458	390	36	24	8	428	30	274	151
Resolving billing issues with your previous provider	178	155	**	**	**	164	**	102	64
	39%	40%	**	**	**	38%	**	37%	42%
Base	199	170	12	16	1	190	9	123	68

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Paying a disconnection charge to your previous provider	81	69	5	8	**	76	5	50	28
	41%	41%	37%	51%	**	40%	57%	40%	41%
				ab			a		

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Base	1038	372	815	199	172	68	235	69	443	317	126
Comparing what different providers are offering	357	88	259	32	57	27	33	**	170	126	45
	34%	24%	32%	16%	33%	40%	14%	**	38%	40%	36%
			a		a	b					
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Understanding the relevant steps required to switch provider	944	186	667	57	129	46	71	69	481	333	148
	42%	30%	39%	18%	42%	39%	19%	48%	44%	45%	40%
			a		a	b		b			
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Finding time to research the market	850	164	592	63	101	42	67	55	428	294	134
	38%	26%	34%	19%	33%	35%	18%	38%	39%	40%	37%
			a		a	b		b			
Base	582	181	422	73	107	44	94	42	241	180	61
Contacting your previous provider	271	68	174	**	48	**	30	**	106	74	**
	47%	38%	41%	**	45%	**	31%	**	44%	41%	**
Base	541	163	386	71	92	45	80	38	223	177	46
Your previous provider trying to persuade you to stay	338	97	232	**	67	**	36	**	135	104	**
	62%	60%	60%	**	73%	**	45%	**	60%	58%	**
Base	616	191	449	78	112	50	93	48	259	197	62
Getting a better deal with your previous provider	411	131	298	46	85	**	53	**	167	124	**
	67%	69%	66%	59%	76%	**	57%	**	65%	63%	**
					a						

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Contacting your new provider	804	136	553	43	94	36	46	55	416	286	130
	36%	22%	32%	13%	31%	30%	13%	38%	38%	39%	35%
			a		a	b		b			
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Cancelling your previous service	975	221	695	63	158	60	85	76	474	312	162
	44%	35%	40%	19%	52%	50%	23%	52%	43%	43%	44%
			a		a	b		b			
Base	734	-	734	-	-	-	-	-	734	734	-
Keeping/ transferring your phone number	332	**	332	**	**	**	**	**	332	332	**
	45%	**	45%	**	**	**	**	**	45%	45%	**
Base	276	45	184	17	28	14	18	13	139	107	32
Paying the charge to exit your contract early	253	**	169	**	**	**	**	**	128	**	**
	92%	**	92%	**	**	**	**	**	92%	**	**
Base	802	255	641	140	116	51	157	47	385	281	104
Setting up a new online account	244	49	171	19	31	**	19	**	121	84	**
	30%	19%	27%	13%	26%	**	12%	**	32%	30%	**
			a		a						
Base	171	-	171	-	-	-	-	-	171	130	42
Unlocking your handset to take it with you	98	**	98	**	**	**	**	**	98	78	**
	57%	**	57%	**	**	**	**	**	57%	60%	**
Base	731	234	535	105	129	54	131	49	301	214	87

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Getting the switch to happen on the date you wanted	345	79	236	31	49	24	36	19	157	107	49
	47%	34%	44%	29%	38%	44%	28%	39%	52%	50%	56%
			a		a	b		b			
Base	385	216	216	66	150	67	94	55	-	-	-
Having new equipment installed by the new provider	156	73	73	**	55	22	24	**	**	**	**
	41%	34%	34%	**	36%	33%	26%	**	**	**	**
Base	486	282	282	188	94	41	201	40	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	179	67	67	31	36	**	34	**	**	**	**
	37%	24%	24%	16%	38%	**	17%	**	**	**	**
			a		a						
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Arranging the switch so that you always had access to your services	974	196	675	69	127	49	78	68	480	333	147
	44%	31%	39%	21%	42%	41%	21%	47%	44%	45%	40%
			a		a	b		b			
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Arranging the switch so that you were not paying for your old and new services at the same time	1005	212	716	62	150	55	84	73	504	347	157
	45%	34%	41%	19%	49%	46%	23%	51%	46%	47%	43%
			a		a	b		b			

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Base	290	146	146	57	88	44	63	38	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	148	60	60	**	43	**	**	**	**	**	**
	51%	41%	41%	**	48%	**	**	**	**	**	**
Base	245	-	245	-	-	-	-	-	245	179	66
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	164	**	164	**	**	**	**	**	164	126	**
	67%	**	67%	**	**	**	**	**	67%	70%	**
Base	291	155	155	60	95	43	85	28	-	-	-
Returning your previous provider's equipment	155	68	68	**	43	**	30	**	**	**	**
	53%	44%	44%	**	45%	**	36%	**	**	**	**
Base	374	57	244	18	39	12	19	25	187	137	50
Other devices or products you own not working with the new service	263	**	170	**	**	**	**	**	136	104	**
	70%	**	70%	**	**	**	**	**	72%	75%	**
Base	458	89	310	36	53	26	40	23	220	155	65
Resolving billing issues with your previous provider	356	64	242	**	**	**	**	**	178	127	**
	78%	72%	78%	**	**	**	**	**	81%	82%	**
Base	199	73	73	22	51	16	28	29	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

Any break column with 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/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Paying a disconnection charge to your previous provider	139	47	47	12	35	12	13	22	-	-	-
	70%	64%	64%	54%	68%	78%	46%	74%	-%	-%	-%
					a	b		b			

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Base	1038	93	124	226	158	68	33	74	149	-	-	-	-	-	-	-
Comparing what different providers are offering	357	**	32	85	62	**	**	**	**	**	**	**	**	**	**	**
	34%	**	26%	37%	39%	**	**	**	**	**	**	**	**	**	**	**
			b	b	b											
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	944	159	59	263	185	78	51	65	212	**	**	**	**	**	**	**
	42%	55%	23%	47%	47%	46%	38%	44%	59%	**	**	**	**	**	**	**
		bcf		b	b	b	b		a							
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Finding time to research the market	850	150	53	225	158	67	48	53	204	**	**	**	**	**	**	**
	38%	53%	21%	40%	40%	40%	36%	36%	57%	**	**	**	**	**	**	**
		bcdef		b	b	b	b		a							
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Contacting your previous provider	271	**	**	47	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	37%	**	**	**	**	**	**	**	**	**	**	**	**
Base	541	49	45	129	104	26	13	31	124	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	338	**	**	84	**	**	**	**	**	**	**	**	**	**	**	**
	62%	**	**	65%	**	**	**	**	**	**	**	**	**	**	**	**
Base	616	65	51	143	111	32	25	40	127	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Getting a better deal with your previous provider	411	47	27	93	70	23	17	27	86	**	**	**	**	**	**	**
	67%	72%	53%	65%	63%	73%	70%	67%	68%	**	**	**	**	**	**	**
		bcd		b	b	bd	b									
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Contacting your new provider	804	156	42	218	155	63	51	59	192	**	**	**	**	**	**	**
	36%	55%	16%	39%	40%	37%	38%	40%	54%	**	**	**	**	**	**	**
		bcd	ef	b	b	b	b		a							
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Cancelling your previous service	975	163	60	251	168	83	55	69	210	**	**	**	**	**	**	**
	44%	57%	23%	45%	43%	49%	42%	47%	59%	**	**	**	**	**	**	**
		bcd	f	b	b	b	b		a							
Base	734	153	190	391	391	-	-	-	-	-	-	-	-	-	-	-
Keeping/ transferring your phone number	332	105	47	180	180	**	**	**	**	**	**	**	**	**	**	**
	45%	69%	24%	46%	46%	**	**	**	**	**	**	**	**	**	**	**
		bcd		b	b											
Base	276	49	12	78	56	22	6	13	79	-	-	-	-	-	-	-
Paying the charge to exit your contract early	253	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	92%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	802	89	118	179	137	42	44	34	127	-	-	-	-	-	-	-
Setting up a new online account	244	**	**	62	44	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	35%	32%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Base	171	39	37	95	67	28	10	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	731	74	68	160	113	47	25	48	148	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	345	**	**	80	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	50%	**	**	**	**	**	**	**	**	**	**	**	**
Base	385	-	-	-	-	-	-	47	122	-	-	-	-	-	-	-
Having new equipment installed by the new provider	156	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	486	-	-	-	-	-	-	59	144	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	179	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	974	165	73	243	172	70	53	70	228	**	**	**	**	**	**	**
	44%	58%	29%	43%	44%	42%	40%	48%	64%	**	**	**	**	**	**	**
		bcdef		b	b	b	b		a							

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	1005	169	70	265	184	81	56	74	215	**	**	**	**	**	**	**
	45%	59%	27%	47%	47%	48%	42%	50%	60%	**	**	**	**	**	**	**
		bcdef		b	b	b	b		a							
Base	290	-	-	-	-	-	-	27	118	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	148	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	245	90	19	136	96	41	22	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	164	**	**	86	**	**	**	**	**	**	**	**	**	**	**	**
	67%	**	**	63%	**	**	**	**	**	**	**	**	**	**	**	**
Base	291	-	-	-	-	-	-	37	99	-	-	-	-	-	-	-
Returning your previous provider's equipment	155	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	374	73	17	98	70	28	21	20	110	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	263	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	70%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Base	458	64	29	127	93	34	20	27	121	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	356	**	**	102	**	**	**	**	**	**	**	**	**	**	**	**
	78%	**	**	80%	**	**	**	**	**	**	**	**	**	**	**	**
Base	199	-	-	-	-	-	-	15	111	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	139	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	70%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Base	1038	-	-	449	581	700	255	82	429	293	148	165	722	313
Comparing what different providers are offering	357	**	**	175	174	285	57	**	173	87	43	53	260	96
	34%	**	**	39%	30%	41%	22%	**	40%	30%	29%	32%	36%	31%
				b		b			bcd					
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Understanding the relevant steps required to switch provider	944	**	**	471	457	791	126	26	449	224	130	135	673	265
	42%	**	**	46%	38%	49%	26%	18%	52%	38%	37%	33%	46%	35%
				b		bc	c		bcdef				bcdf	
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Finding time to research the market	850	**	**	430	403	724	108	16	423	198	109	116	621	225
	38%	**	**	42%	34%	45%	22%	11%	49%	34%	31%	29%	43%	30%
				b		bc	c		bcdef				bcdf	
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Contacting your previous provider	271	**	**	132	138	224	37	**	136	69	**	**	205	65
	47%	**	**	49%	45%	51%	31%	**	53%	41%	**	**	48%	42%
						b			bf					
Base	541	-	-	293	246	409	102	31	253	139	82	65	391	147
Your previous provider trying to persuade you to stay	338	**	**	171	164	276	52	**	158	91	**	**	249	87
	62%	**	**	58%	67%	68%	51%	**	63%	66%	**	**	64%	59%
					a	b								
Base	616	-	-	322	291	461	121	34	287	164	88	77	451	165

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Getting a better deal with your previous provider	411	**	**	227	182	312	75	24	197	110	64	41	306	105
	67%	**	**	71%	63%	68%	62%	72%	69%	67%	72%	53%	68%	64%
				b		b		b	df	d	df		df	d
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Contacting your new provider	804	**	**	415	368	691	100	11	402	182	100	113	584	214
	36%	**	**	41%	31%	43%	21%	7%	46%	31%	28%	28%	40%	28%
				b		bc	c		bcdef				bcdf	
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Cancelling your previous service	975	**	**	466	489	834	118	20	446	241	130	153	687	283
	44%	**	**	46%	41%	52%	24%	14%	51%	41%	37%	38%	47%	37%
				b		bc	c		bcdf				bcdf	
Base	734	-	-	334	395	528	149	57	316	194	111	110	510	221
Keeping/ transferring your phone number	332	**	**	159	167	289	39	**	170	75	**	**	245	87
	45%	**	**	48%	42%	55%	26%	**	54%	39%	**	**	48%	39%
						b			bf					
Base	276	-	-	147	127	239	31	6	144	56	35	41	200	76
Paying the charge to exit your contract early	253	**	**	133	115	221	**	**	129	**	**	**	191	**
	92%	**	**	90%	90%	93%	**	**	90%	**	**	**	96%	**
													a	
Base	802	-	-	373	428	529	203	69	329	230	112	130	559	242
Setting up a new online account	244	**	**	121	122	202	37	**	118	57	35	32	175	67
	30%	**	**	32%	28%	38%	18%	**	36%	25%	32%	24%	31%	28%
						b			bdf					

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Base	171	-	-	77	92	141	25	5	88	34	27	22	121	49
Unlocking your handset to take it with you	98	**	**	**	**	85	**	**	**	**	**	**	**	**
	57%	**	**	**	**	60%	**	**	**	**	**	**	**	**
Base	731	-	-	360	364	520	163	48	329	188	104	106	517	210
Getting the switch to happen on the date you wanted	345	**	**	187	151	282	59	**	181	69	49	43	251	93
	47%	**	**	52%	42%	54%	37%	**	55%	37%	48%	41%	48%	44%
				b		b			bdf				b	
Base	385	-	-	176	207	280	84	20	165	108	56	55	273	111
Having new equipment installed by the new provider	156	**	**	76	80	130	24	**	77	43	**	**	120	36
	41%	**	**	43%	39%	46%	28%	**	47%	40%	**	**	44%	33%
				b		b			f				f	
Base	486	-	-	216	267	305	132	49	191	137	74	82	328	156
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	179	**	**	73	104	146	26	**	84	56	**	**	139	40
	37%	**	**	34%	39%	48%	20%	**	44%	41%	**	**	43%	25%
						b			f	f			f	
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Arranging the switch so that you always had access to your services	974	**	**	473	481	816	137	18	465	239	134	129	704	262
	44%	**	**	46%	40%	51%	28%	12%	54%	41%	38%	32%	48%	35%
				b		bc	c		bcdef	df			bcdf	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Arranging the switch so that you were not paying for your old and new services at the same time	1005	**	**	501	483	839	141	22	460	241	141	155	700	296
	45%	**	**	49%	41%	52%	29%	15%	53%	41%	40%	38%	48%	39%
				b		bc	c		bcdef				bcdf	
Base	290	-	-	142	145	213	65	11	129	88	42	31	217	72
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	148	**	**	76	69	123	**	**	77	**	**	**	118	**
	51%	**	**	54%	48%	58%	**	**	60%	**	**	**	54%	**
Base	245	-	-	112	127	216	26	3	117	50	47	30	166	77
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	164	**	**	**	71	147	**	**	**	**	**	**	110	**
	67%	**	**	**	56%	68%	**	**	**	**	**	**	66%	**
Base	291	-	-	145	143	198	71	20	117	85	43	44	202	87
Returning your previous provider's equipment	155	**	**	82	72	116	**	**	76	**	**	**	121	32
	53%	**	**	57%	50%	58%	**	**	65%	**	**	**	60%	37%
									f				f	
Base	374	-	-	191	175	333	35	5	185	89	54	45	274	99
Other devices or products you own not working with the new service	263	**	**	140	119	237	**	**	142	**	**	**	199	**
	70%	**	**	73%	68%	71%	**	**	77%	**	**	**	73%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Base	458	-	-	235	221	380	68	9	234	95	61	66	329	128
Resolving billing issues with your previous provider	356	**	**	187	169	298	**	**	190	**	**	**	257	97
	78%	**	**	79%	76%	78%	**	**	81%	**	**	**	78%	76%
Base	199	-	-	114	86	174	23	3	103	51	24	21	154	45
Paying a disconnection charge to your previous provider	139	**	**	81	**	124	**	**	**	**	**	**	107	**
	70%	**	**	71%	**	72%	**	**	**	**	**	**	70%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with 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/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Base	1038	878	92	46	21	941	97	455	522
Comparing what different providers are offering	357	309	**	**	**	328	**	196	136
	34%	35%	**	**	**	35%	**	43% b	26%
Base	2234	1909	178	107	40	2005	229	1062	1006
Understanding the relevant steps required to switch provider	944	803	71	54	**	872	72	574	289
	42%	42%	40%	50%	**	43% b	32%	54% b	29%
Base	2234	1909	178	107	40	2005	229	1062	1006
Finding time to research the market	850	720	65	46	**	799	51	537	249
	38%	38%	37%	43%	**	40% b	22%	51% b	25%
Base	582	511	39	21	11	529	53	284	260
Contacting your previous provider	271	239	**	**	**	257	**	161	97
	47%	47%	**	**	**	49%	**	57% b	37%
Base	541	459	44	27	11	492	50	284	223
Your previous provider trying to persuade you to stay	338	289	**	**	**	310	**	204	114
	62%	63%	**	**	**	63%	**	72% b	51%
Base	616	530	40	27	19	567	49	316	259

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Getting a better deal with your previous provider	411	352	26	24	**	378	34	224	169
	67%	66%	64%	89%	**	67%	69%	71%	65%
				ab				b	
Base	2234	1909	178	107	40	2005	229	1062	1006
Contacting your new provider	804	681	58	48	**	758	45	515	223
	36%	36%	32%	45%	**	38%	20%	48%	22%
				b		b		b	
Base	2234	1909	178	107	40	2005	229	1062	1006
Cancelling your previous service	975	824	73	60	**	908	67	576	318
	44%	43%	41%	56%	**	45%	29%	54%	32%
				ab		b		b	
Base	734	629	58	28	18	666	69	376	303
Keeping/ transferring your phone number	332	276	**	**	**	311	**	214	89
	45%	44%	**	**	**	47%	**	57%	29%
								b	
Base	276	233	18	14	10	250	26	176	91
Paying the charge to exit your contract early	253	209	**	**	**	236	**	170	**
	92%	90%	**	**	**	94%	**	97%	**
Base	802	680	68	41	12	722	80	348	420
Setting up a new online account	244	203	**	**	**	231	**	156	74
	30%	30%	**	**	**	32%	**	45%	18%
								b	

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Base	171	153	6	6	5	160	11	98	62
Unlocking your handset to take it with you	98	85	**	**	**	91	**	**	**
	57%	55%	**	**	**	57%	**	**	**
Base	731	624	58	35	14	669	61	340	354
Getting the switch to happen on the date you wanted	345	298	**	**	**	321	**	203	126
	47%	48%	**	**	**	48%	**	60% b	36%
Base	385	336	31	16	2	344	41	174	191
Having new equipment installed by the new provider	156	138	**	**	**	139	**	91	58
	41%	41%	**	**	**	40%	**	52% b	30%
Base	486	408	41	26	10	439	46	212	248
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	179	154	**	**	**	170	**	103	69
	37%	38%	**	**	**	39%	**	48% b	28%
Base	2234	1909	178	107	40	2005	229	1062	1006
Arranging the switch so that you always had access to your services	974	840	69	52	**	906	68	581	305
	44%	44%	39%	48%	**	45% b	30%	55% b	30%

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Base	2234	1909	178	107	40	2005	229	1062	1006
Arranging the switch so that you were not paying for your old and new services at the same time	1005	859	80	55	**	935	70	600	312
	45%	45%	45%	51%	**	47% b	30%	57% b	31%
Base	290	246	26	15	4	263	27	155	123
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	148	122	**	**	**	139	**	90	52
	51%	50%	**	**	**	53%	**	58% b	43%
Base	245	210	17	10	8	233	12	168	63
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	164	140	**	**	**	156	**	119	**
	67%	67%	**	**	**	67%	**	71%	**
Base	291	246	23	15	7	265	26	129	145
Returning your previous provider's equipment	155	134	**	**	**	146	**	81	64
	53%	54%	**	**	**	55%	**	63% b	44%
Base	374	330	22	17	5	355	19	244	112
Other devices or products you own not working with the new service	263	234	**	**	**	249	**	193	57
	70%	71%	**	**	**	70%	**	79% b	51%

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Base	458	390	36	24	8	428	30	274	151
Resolving billing issues with your previous provider	356	303	**	**	**	332	**	226	107
	78%	78%	**	**	**	78%	**	82%	71%
								b	
Base	199	170	12	16	1	190	9	123	68
Paying a disconnection charge to your previous provider	139	114	**	**	**	134	**	91	**
	70%	67%	**	**	**	70%	**	74%	**

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Base	1038	372	815	199	172	68	235	69	443	317	126
Comparing what different providers are offering	681	283	556	168	116	41	202	**	273	192	81
	66%	76%	68%	84%	67%	60%	86%	**	62%	60%	64%
		b		b			a				
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Understanding the relevant steps required to switch provider	1290	444	1064	269	175	74	294	76	620	401	219
	58%	70%	61%	82%	58%	61%	81%	52%	56%	55%	60%
		b		b			ac				
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Finding time to research the market	1385	466	1139	263	203	78	299	90	673	440	232
	62%	74%	66%	81%	67%	65%	82%	62%	61%	60%	63%
		b		b			ac				
Base	582	181	422	73	107	44	94	42	241	180	61
Contacting your previous provider	311	113	248	**	59	**	65	**	135	106	**
	53%	62%	59%	**	55%	**	69%	**	56%	59%	**
Base	541	163	386	71	92	45	80	38	223	177	46
Your previous provider trying to persuade you to stay	204	66	154	**	25	**	45	**	89	74	**
	38%	40%	40%	**	27%	**	55%	**	40%	42%	**
Base	616	191	449	78	112	50	93	48	259	197	62
Getting a better deal with your previous provider	204	59	151	32	27	**	39	**	92	73	**
	33%	31%	34%	41%	24%	**	43%	**	35%	37%	**
				b							

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Contacting your new provider	1431	493	1178	283	210	84	320	90	685	448	237
	64%	78%	68%	87%	69%	70%	87%	62%	62%	61%	65%
		b		b			ac				
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Cancelling your previous service	1260	409	1036	263	146	60	280	69	627	422	205
	56%	65%	60%	81%	48%	50%	77%	48%	57%	57%	56%
		b		b			ac				
Base	734	-	734	-	-	-	-	-	734	734	-
Keeping/ transferring your phone number	403	**	403	**	**	**	**	**	403	403	**
	55%	**	55%	**	**	**	**	**	55%	55%	**
Base	276	45	184	17	28	14	18	13	139	107	32
Paying the charge to exit your contract early	161	**	110	**	**	**	**	**	69	**	**
	58%	**	60%	**	**	**	**	**	50%	**	**
Base	802	255	641	140	116	51	157	47	385	281	104
Setting up a new online account	559	206	470	121	85	**	138	**	264	197	**
	70%	81%	73%	87%	74%	**	88%	**	68%	70%	**
		b		b							
Base	171	-	171	-	-	-	-	-	171	130	42
Unlocking your handset to take it with you	73	**	73	**	**	**	**	**	73	52	**
	43%	**	43%	**	**	**	**	**	43%	40%	**
Base	731	234	535	105	129	54	131	49	301	214	87

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Getting the switch to happen on the date you wanted	385	155	299	74	81	30	94	30	145	106	38
	53%	66%	56%	71%	62%	56%	72%	61%	48%	50%	44%
		b		b			ac				
Base	385	216	216	66	150	67	94	55	-	-	-
Having new equipment installed by the new provider	229	142	142	**	95	44	69	**	**	**	**
	59%	66%	66%	**	64%	67%	74%	**	**	**	**
Base	486	282	282	188	94	41	201	40	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	307	215	215	158	58	**	167	**	**	**	**
	63%	76%	76%	84%	62%	**	83%	**	**	**	**
				b							
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Arranging the switch so that you always had access to your services	1261	434	1055	257	177	71	287	77	621	401	220
	56%	69%	61%	79%	58%	59%	79%	53%	56%	55%	60%
		b		b			ac				
Base	2234	630	1731	326	304	120	365	145	1101	734	367
Arranging the switch so that you were not paying for your old and new services at the same time	1229	418	1015	264	154	65	281	72	597	387	210
	55%	66%	59%	81%	51%	54%	77%	49%	54%	53%	57%
		b		b			ac				

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Base	290	146	146	57	88	44	63	38	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	142	85	85	**	45	**	**	**	**	**	**
	49%	59%	59%	**	52%	**	**	**	**	**	**
Base	245	-	245	-	-	-	-	-	245	179	66
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	81	**	81	**	**	**	**	**	81	53	**
	33%	**	33%	**	**	**	**	**	33%	30%	**
Base	291	155	155	60	95	43	85	28	-	-	-
Returning your previous provider's equipment	136	87	87	**	52	**	54	**	**	**	**
	47%	56%	56%	**	55%	**	64%	**	**	**	**
Base	374	57	244	18	39	12	19	25	187	137	50
Other devices or products you own not working with the new service	111	**	74	**	**	**	**	**	52	34	**
	30%	**	30%	**	**	**	**	**	28%	25%	**
Base	458	89	310	36	53	26	40	23	220	155	65
Resolving billing issues with your previous provider	102	25	68	**	**	**	**	**	42	28	**
	22%	28%	22%	**	**	**	**	**	19%	18%	**
Base	199	73	73	22	51	16	28	29	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Paying a disconnection charge to your previous provider	60	26	26	10	16	4	15	8	-	-	-
	30%	36%	36%	46%	32%	22%	54%	26%	-%	-%	-%
				b			ac				

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Base	1038	93	124	226	158	68	33	74	149	-	-	-	-	-	-	-
Comparing what different providers are offering	681	**	92	142	96	**	**	**	**	**	**	**	**	**	**	**
	66%	**	74% cd	63%	61%	**	**	**	**	**	**	**	**	**	**	**
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	1290	127	195	298	206	92	82	82	144	**	**	**	**	**	**	**
	58%	45%	77% acdef	53% a	53%	54%	62% a	56% b	41%	**	**	**	**	**	**	**
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Finding time to research the market	1385	136	201	335	233	102	85	94	152	**	**	**	**	**	**	**
	62%	47%	79% acdef	60% a	60% a	60% a	64% a	64% b	43%	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Contacting your previous provider	311	**	**	78	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	63%	**	**	**	**	**	**	**	**	**	**	**	**
Base	541	49	45	129	104	26	13	31	124	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	204	**	**	45	**	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	35%	**	**	**	**	**	**	**	**	**	**	**	**
Base	616	65	51	143	111	32	25	40	127	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Getting a better deal with your previous provider	204	18	24	50	41	9	7	13	41	**	**	**	**	**	**	**
	33%	28%	47%	35%	37%	27%	30%	33%	32%	**	**	**	**	**	**	**
			acdef	a	ae											
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Contacting your new provider	1431	130	212	342	236	107	82	88	165	**	**	**	**	**	**	**
	64%	45%	84%	61%	60%	63%	62%	60%	46%	**	**	**	**	**	**	**
			acdef	a	a	a	a	b								
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Cancelling your previous service	1260	123	195	309	223	86	78	78	146	**	**	**	**	**	**	**
	56%	43%	77%	55%	57%	51%	58%	53%	41%	**	**	**	**	**	**	**
			acdef	a	a		a	b								
Base	734	153	190	391	391	-	-	-	-	-	-	-	-	-	-	-
Keeping/ transferring your phone number	403	48	144	211	211	**	**	**	**	**	**	**	**	**	**	**
	55%	31%	76%	54%	54%	**	**	**	**	**	**	**	**	**	**	**
			acd	a	a											
Base	276	49	12	78	56	22	6	13	79	-	-	-	-	-	-	-
Paying the charge to exit your contract early	161	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	802	89	118	179	137	42	44	34	127	-	-	-	-	-	-	-
Setting up a new online account	559	**	**	117	93	**	**	**	**	**	**	**	**	**	**	**
	70%	**	**	65%	68%	**	**	**	**	**	**	**	**	**	**	**

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Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Base	171	39	37	95	67	28	10	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	73	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	731	74	68	160	113	47	25	48	148	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	385	**	**	80	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	50%	**	**	**	**	**	**	**	**	**	**	**	**
Base	385	-	-	-	-	-	-	47	122	-	-	-	-	-	-	-
Having new equipment installed by the new provider	229	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	486	-	-	-	-	-	-	59	144	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	307	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	63%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	1261	121	182	318	219	99	80	76	129	**	**	**	**	**	**	**
	56%	42%	71%	57%	56%	58%	60%	52%	36%	**	**	**	**	**	**	**
			acdef	a	a	a	a	b								

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Base	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	1229	117	185	296	207	88	77	73	141	**	**	**	**	**	**	**
	55%	41%	73%	53%	53%	52%	58%	50%	40%	**	**	**	**	**	**	**
			acdef	a	a	a	a	b								
Base	290	-	-	-	-	-	-	27	118	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	142	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	245	90	19	136	96	41	22	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	81	**	**	51	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	37%	**	**	**	**	**	**	**	**	**	**	**	**
Base	291	-	-	-	-	-	-	37	99	-	-	-	-	-	-	-
Returning your previous provider's equipment	136	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	374	73	17	98	70	28	21	20	110	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	111	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Base	458	64	29	127	93	34	20	27	121	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	102	**	**	26	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	20%	**	**	**	**	**	**	**	**	**	**	**	**
Base	199	-	-	-	-	-	-	15	111	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	60	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Base	1038	-	-	449	581	700	255	82	429	293	148	165	722	313
Comparing what different providers are offering	681	**	**	273	407	415	198	**	256	206	105	112	461	217
	66%	**	**	61%	70%	59%	78%	**	60%	70%	71%	68%	64%	69%
					a		a			a	a			a
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Understanding the relevant steps required to switch provider	1290	**	**	550	732	809	357	121	420	365	225	270	785	495
	58%	**	**	54%	62%	51%	74%	82%	48%	62%	63%	67%	54%	65%
					a		a	ab		ae	ae	ae	a	ae
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Finding time to research the market	1385	**	**	590	786	875	375	131	446	390	246	288	837	534
	62%	**	**	58%	66%	55%	78%	89%	51%	66%	69%	71%	57%	70%
					a		a	ab		ae	ae	ae	a	ae
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Contacting your previous provider	311	**	**	140	170	212	80	**	119	100	**	**	218	90
	53%	**	**	51%	55%	49%	69%	**	47%	59%	**	**	52%	58%
							a			a				a
Base	541	-	-	293	246	409	102	31	253	139	82	65	391	147
Your previous provider trying to persuade you to stay	204	**	**	122	82	133	50	**	94	48	**	**	142	61
	38%	**	**	42%	33%	32%	49%	**	37%	34%	**	**	36%	41%
					b		a							
Base	616	-	-	322	291	461	121	34	287	164	88	77	451	165

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Getting a better deal with your previous provider	204	**	**	95	109	149	46	10	90	54	24	36	144	60
	33%	**	**	29%	37%	32%	38%	28%	31%	33%	28%	47%	32%	36%
					a		ac					abcef		ace
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Contacting your new provider	1431	**	**	605	821	908	383	137	467	407	255	291	874	546
	64%	**	**	59%	69%	57%	79%	93%	54%	69%	72%	72%	60%	72%
					a		a	ab		ae	ae	ae	a	ae
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Cancelling your previous service	1260	**	**	554	700	765	365	127	423	348	225	251	771	476
	56%	**	**	54%	59%	48%	76%	86%	49%	59%	63%	62%	53%	63%
					a		a	ab		ae	ae	ae		ae
Base	734	-	-	334	395	528	149	57	316	194	111	110	510	221
Keeping/ transferring your phone number	403	**	**	175	228	240	110	**	146	119	**	**	265	135
	55%	**	**	52%	58%	45%	74%	**	46%	61%	**	**	52%	61%
							a			a				a
Base	276	-	-	147	127	239	31	6	144	56	35	41	200	76
Paying the charge to exit your contract early	161	**	**	71	89	128	**	**	63	**	**	**	103	**
	58%	**	**	48%	69%	53%	**	**	44%	**	**	**	51%	**
					a									
Base	802	-	-	373	428	529	203	69	329	230	112	130	559	242
Setting up a new online account	559	**	**	252	306	327	166	**	211	173	77	98	384	174
	70%	**	**	68%	72%	62%	82%	**	64%	75%	68%	76%	69%	72%
							a			a		a		a

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Base	171	-	-	77	92	141	25	5	88	34	27	22	121	49
Unlocking your handset to take it with you	73	**	**	**	**	56	**	**	**	**	**	**	**	**
	43%	**	**	**	**	40%	**	**	**	**	**	**	**	**
Base	731	-	-	360	364	520	163	48	329	188	104	106	517	210
Getting the switch to happen on the date you wanted	385	**	**	173	213	238	103	**	148	119	55	63	266	118
	53%	**	**	48%	58%	46%	63%	**	45%	63%	52%	59%	52%	56%
					a		a			ae		a		a
Base	385	-	-	176	207	280	84	20	165	108	56	55	273	111
Having new equipment installed by the new provider	229	**	**	100	127	150	60	**	88	65	**	**	153	74
	59%	**	**	57%	61%	54%	72%	**	53%	60%	**	**	56%	67%
							a							ae
Base	486	-	-	216	267	305	132	49	191	137	74	82	328	156
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	307	**	**	143	163	159	106	**	107	81	**	**	188	116
	63%	**	**	66%	61%	52%	80%	**	56%	59%	**	**	57%	75%
							a							abe
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Arranging the switch so that you always had access to your services	1261	**	**	547	708	783	346	130	404	349	221	276	753	497
	56%	**	**	54%	60%	49%	72%	88%	46%	59%	62%	68%	52%	65%
					a		a	ab		ae	ae	abe	a	abe

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Base	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Arranging the switch so that you were not paying for your old and new services at the same time	1229	**	**	519	706	760	342	125	410	348	214	249	758	463
	55%	**	**	51%	59%	48%	71%	85%	47%	59%	60%	62%	52%	61%
					a		a	ab		ae	ae	ae	a	ae
Base	290	-	-	142	145	213	65	11	129	88	42	31	217	72
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	142	**	**	66	76	90	**	**	52	**	**	**	99	**
	49%	**	**	46%	52%	42%	**	**	40%	**	**	**	46%	**
Base	245	-	-	112	127	216	26	3	117	50	47	30	166	77
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	81	**	**	**	56	70	**	**	**	**	**	**	56	**
	33%	**	**	**	44%	32%	**	**	**	**	**	**	34%	**
Base	291	-	-	145	143	198	71	20	117	85	43	44	202	87
Returning your previous provider's equipment	136	**	**	63	71	83	**	**	41	**	**	**	81	55
	47%	**	**	43%	50%	42%	**	**	35%	**	**	**	40%	63%
														ae
Base	374	-	-	191	175	333	35	5	185	89	54	45	274	99
Other devices or products you own not working with the new service	111	**	**	51	57	96	**	**	43	**	**	**	75	**
	30%	**	**	27%	32%	29%	**	**	23%	**	**	**	27%	**

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Base	458	-	-	235	221	380	68	9	234	95	61	66	329	128
Resolving billing issues with your previous provider	102	**	**	48	53	83	**	**	44	**	**	**	71	30
	22%	**	**	21%	24%	22%	**	**	19%	**	**	**	22%	24%
Base	199	-	-	114	86	174	23	3	103	51	24	21	154	45
Paying a disconnection charge to your previous provider	60	**	**	33	**	49	**	**	**	**	**	**	47	**
	30%	**	**	29%	**	28%	**	**	**	**	**	**	30%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Base	1038	878	92	46	21	941	97	455	522
Comparing what different providers are offering	681	569	**	**	**	613	**	258	385
	66%	65%	**	**	**	65%	**	57%	74%
									a
Base	2234	1909	178	107	40	2005	229	1062	1006
Understanding the relevant steps required to switch provider	1290	1106	107	53	**	1134	156	487	717
	58%	58%	60%	50%	**	57%	68%	46%	71%
							a		a
Base	2234	1909	178	107	40	2005	229	1062	1006
Finding time to research the market	1385	1189	112	62	**	1207	178	525	757
	62%	62%	63%	57%	**	60%	78%	49%	75%
							a		a
Base	582	511	39	21	11	529	53	284	260
Contacting your previous provider	311	271	**	**	**	272	**	123	163
	53%	53%	**	**	**	51%	**	43%	63%
									a
Base	541	459	44	27	11	492	50	284	223
Your previous provider trying to persuade you to stay	204	170	**	**	**	182	**	80	108
	38%	37%	**	**	**	37%	**	28%	49%
									a
Base	616	530	40	27	19	567	49	316	259

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Getting a better deal with your previous provider	204	178	14	3	**	189	15	92	90
	33%	34%	36%	11%	**	33%	31%	29%	35%
		c	c						a
Base	2234	1909	178	107	40	2005	229	1062	1006
Contacting your new provider	1431	1228	120	59	**	1247	183	547	783
	64%	64%	68%	55%	**	62%	80%	52%	78%
			c				a		a
Base	2234	1909	178	107	40	2005	229	1062	1006
Cancelling your previous service	1260	1086	105	48	**	1098	162	486	688
	56%	57%	59%	44%	**	55%	71%	46%	68%
		c	c				a		a
Base	734	629	58	28	18	666	69	376	303
Keeping/ transferring your phone number	403	354	**	**	**	355	**	162	214
	55%	56%	**	**	**	53%	**	43%	71%
									a
Base	276	233	18	14	10	250	26	176	91
Paying the charge to exit your contract early	161	145	**	**	**	142	**	74	**
	58%	62%	**	**	**	57%	**	42%	**
Base	802	680	68	41	12	722	80	348	420
Setting up a new online account	559	478	**	**	**	491	**	192	345
	70%	70%	**	**	**	68%	**	55%	82%
									a

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Base	171	153	6	6	5	160	11	98	62
Unlocking your handset to take it with you	73	68	**	**	**	68	**	**	**
	43%	45%	**	**	**	43%	**	**	**
Base	731	624	58	35	14	669	61	340	354
Getting the switch to happen on the date you wanted	385	325	**	**	**	348	**	136	228
	53%	52%	**	**	**	52%	**	40%	64%
									a
Base	385	336	31	16	2	344	41	174	191
Having new equipment installed by the new provider	229	198	**	**	**	205	**	83	133
	59%	59%	**	**	**	60%	**	48%	70%
									a
Base	486	408	41	26	10	439	46	212	248
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	307	254	**	**	**	270	**	109	179
	63%	62%	**	**	**	61%	**	52%	72%
									a
Base	2234	1909	178	107	40	2005	229	1062	1006
Arranging the switch so that you always had access to your services	1261	1069	109	56	**	1100	161	480	702
	56%	56%	61%	52%	**	55%	70%	45%	70%
							a		a

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Base	2234	1909	178	107	40	2005	229	1062	1006
Arranging the switch so that you were not paying for your old and new services at the same time	1229	1050	98	52	**	1070	159	461	694
	55%	55%	55%	49%	**	53%	70% a	43%	69% a
Base	290	246	26	15	4	263	27	155	123
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	142	124	**	**	**	124	**	65	70
	49%	50%	**	**	**	47%	**	42%	57% a
Base	245	210	17	10	8	233	12	168	63
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	81	70	**	**	**	76	**	49	**
	33%	33%	**	**	**	33%	**	29%	**
Base	291	246	23	15	7	265	26	129	145
Returning your previous provider's equipment	136	113	**	**	**	119	**	48	81
	47%	46%	**	**	**	45%	**	37%	56% a
Base	374	330	22	17	5	355	19	244	112
Other devices or products you own not working with the new service	111	96	**	**	**	105	**	51	55
	30%	29%	**	**	**	30%	**	21%	49% a

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Base	458	390	36	24	8	428	30	274	151
Resolving billing issues with your previous provider	102	87	**	**	**	96	**	48	44
	22%	22%	**	**	**	22%	**	18%	29%
								a	
Base	199	170	12	16	1	190	9	123	68
Paying a disconnection charge to your previous provider	60	55	**	**	**	57	**	32	**
	30%	33%	**	**	**	30%	**	26%	**

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Arranging the switch so that you were not paying for your old and new services at the same time (P)	120	21	77	**	17	**	9	**	56	41	**
	21%	11%	18%	**	16%	**	9%	**	23%	23%	**
			a								
Contacting your previous provider	117	29	83	**	19	**	14	**	55	38	**
	20%	16%	20%	**	18%	**	15%	**	23%	21%	**
Arranging the switch so that you always had access to your services (P)	107	24	62	**	19	**	7	**	38	26	**
	18%	13%	15%	**	18%	**	8%	**	16%	14%	**
Getting a better deal with your previous provider	103	48	87	**	32	**	21	**	39	35	**
	18%	26%	21%	**	30%	**	23%	**	16%	19%	**
Cancelling your previous service (P)	101	25	67	**	22	**	9	**	42	27	**
	17%	14%	16%	**	20%	**	9%	**	17%	15%	**
Understanding the relevant steps required to switch provider	95	17	61	**	15	**	4	**	43	34	**
	16%	10%	14%	**	14%	**	4%	**	18%	19%	**
Contacting your new provider	88	19	54	**	14	**	3	**	34	26	**
	15%	11%	13%	**	13%	**	3%	**	14%	14%	**
Finding time to research the market	75	16	48	**	13	**	3	**	32	26	**
	13%	9%	11%	**	12%	**	3%	**	13%	14%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	b	~c	a	b	~c
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Resolving billing issues with your previous provider	60	19	38	**	13	**	10	**	19	14	**
	10%	11%	9%	**	12%	**	10%	**	8%	8%	**
Getting the switch to happen on the date you wanted (P)	55	12	31	**	10	**	3	**	19	14	**
	10%	7%	7%	**	10%	**	3%	**	8%	8%	**
Your previous provider trying to persuade you to stay	43	16	29	**	13	**	3	**	13	12	**
	7%	9%	7%	**	13%	**	3%	**	5%	6%	**
Having new equipment installed by the new provider	40	12	12	**	10	**	4	**	-	-	**
	7%	7%	3%	**	9%	**	4%	**	-%	-%	**
Paying the charge to exit your contract early	38	6	24	**	5	**	-	**	19	14	**
	6%	3%	6%	**	5%	**	-%	**	8%	8%	**
Other devices or products you own not working with the new service	37	8	24	**	6	**	1	**	16	10	**
	6%	5%	6%	**	6%	**	1%	**	7%	6%	**
Setting up a new online account	34	8	23	**	6	**	1	**	15	13	**
	6%	4%	5%	**	6%	**	2%	**	6%	7%	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	31	8	8	**	7	**	1	**	-	-	**
	5%	4%	2%	**	7%	**	1%	**	-%	-%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	b	~c	a	b	~c
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Comparing what different providers are offering	30	11	18	**	9	**	2	**	7	3	**
	5%	6%	4%	**	8%	**	2%	**	3%	1%	**
Returning your previous provider's equipment	30	9	9	**	8	**	4	**	-	-	**
	5%	5%	2%	**	8%	**	4%	**	-%	-%	**
		b									
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	27	-	27	**	-	**	-	**	27	23	**
	5%	-%	6%	**	-%	**	-%	**	11%	13%	**
			a								
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	26	8	8	**	7	**	2	**	-	-	**
	4%	5%	2%	**	7%	**	2%	**	-%	-%	**
Keeping/ transferring your phone number	25	-	25	**	-	**	-	**	25	25	**
	4%	-%	6%	**	-%	**	-%	**	10%	14%	**
			a								
Paying a disconnection charge to your previous provider	24	8	8	**	8	**	1	**	-	-	**
	4%	5%	2%	**	8%	**	1%	**	-%	-%	**
		b									
Unlocking your handset to take it with you	10	-	10	**	-	**	-	**	10	6	**
	2%	-%	2%	**	-%	**	-%	**	4%	4%	**
			a								

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	b	~c	a	b	~c
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
ANY PROCESS DIFFICULTIES (P)	230	46	147	**	35	**	18	**	101	70	**
	39%	25%	35%	**	33%	**	19%	**	42%	39%	**
			a								
NONE OF THESE	234	85	182	**	44	**	49	**	96	75	**
	40%	47%	43%	**	41%	**	52%	**	40%	42%	**
Base for stats	582	181	422	**	107	**	94	**	241	180	**
Mean number of difficulties	2.3	1.8	2.0	**	2.4	**	1.1	**	2.1	2.2	**
Standard deviation	2.89	3.03	2.69	**	3.60	**	1.84	**	2.40	2.52	**
Standard error	.12	.19	.13	**	.29	**	.16	**	.17	.21	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time (P)	120	**	**	27	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	21%	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	117	**	**	24	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	20%	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	107	**	**	23	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	103	**	**	20	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	16%	**	**	**	**	**	**	**	**	**	**	**	**
Cancelling your previous service (P)	101	**	**	24	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	20%	**	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	95	**	**	20	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	16%	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your new provider	88	**	**	16	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	13%	**	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	75	**	**	13	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	11%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	60	**	**	10	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	8%	**	**	**	**	**	**	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	55	**	**	7	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	6%	**	**	**	**	**	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	43	**	**	6	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	5%	**	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	40	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	38	**	**	9	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	7%	**	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	37	**	**	6	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	5%	**	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	34	**	**	10	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	8%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	31	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Comparing what different providers are offering	30	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	30	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	27	**	**	14	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	11%	**	**	**	**	**	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	26	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	25	**	**	14	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	11%	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	24	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Unlocking your handset to take it with you	10	**	**	6	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	5%	**	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS DIFFICULTIES (P)	230	**	**	53	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	43%	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	234	**	**	53	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	43%	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	582	**	**	125	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of difficulties	2.3	**	**	2.0	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	2.89	**	**	2.45	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.12	**	**	.24	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Arranging the switch so that you were not paying for your old and new services at the same time (P)	120 21%	** **	** **	68 25% b	51 16%	102 23%	18 15%	** **	67 26% bf	25 15%	** **	** **	93 22%	27 17%
Contacting your previous provider	117 20%	** **	** **	58 21%	58 19%	94 22%	21 18%	** **	67 26% bf	24 14%	** **	** **	91 21% b	26 17%
Arranging the switch so that you always had access to your services (P)	107 18%	** **	** **	52 19%	55 18%	90 21%	16 14%	** **	59 23% f	29 17%	** **	** **	88 21% f	19 12%
Getting a better deal with your previous provider	103 18%	** **	** **	53 19%	50 16%	61 14%	33 28% a	** **	50 20%	26 15%	** **	** **	76 18%	27 17%
Cancelling your previous service (P)	101 17%	** **	** **	56 21% b	44 14%	84 19%	16 14%	** **	54 21% b	22 13%	** **	** **	77 18%	24 15%
Understanding the relevant steps required to switch provider	95 16%	** **	** **	57 21% b	38 12%	85 20% b	9 8%	** **	53 21% b	19 11%	** **	** **	72 17%	23 15%
Contacting your new provider	88 15%	** **	** **	51 19% b	35 11%	78 18% b	8 7%	** **	53 21% bf	18 11%	** **	** **	71 17%	17 11%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Finding time to research the market	75	**	**	42	34	63	12	**	49	14	**	**	63	12
	13%	**	**	15%	11%	14%	10%	**	19% bf	8%	**	**	15% bf	8%
Resolving billing issues with your previous provider	60	**	**	35	25	47	12	**	34	10	**	**	44	16
	10%	**	**	13%	8%	11%	10%	**	13% b	6%	**	**	10%	10%
Getting the switch to happen on the date you wanted (P)	55	**	**	36	19	44	11	**	32	9	**	**	41	14
	10%	**	**	13% b	6%	10%	10%	**	12% b	6%	**	**	10%	9%
Your previous provider trying to persuade you to stay	43	**	**	29	14	32	10	**	22	10	**	**	32	11
	7%	**	**	11% b	5%	7%	9%	**	9%	6%	**	**	8%	7%
Having new equipment installed by the new provider	40	**	**	24	16	32	7	**	25	10	**	**	35	5
	7%	**	**	9%	5%	7%	6%	**	10% f	6%	**	**	8% f	3%
Paying the charge to exit your contract early	38	**	**	20	17	33	4	**	20	8	**	**	28	10
	6%	**	**	7%	5%	8%	4%	**	8%	5%	**	**	7%	6%
Other devices or products you own not working with the new service	37	**	**	20	17	30	8	**	23	3	**	**	26	12
	6%	**	**	8%	6%	7%	7%	**	9% b	2%	**	**	6% b	8% b

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Setting up a new online account	34	**	**	20	14	29	5	**	18	9	**	**	26	8
	6%	**	**	7%	5%	7%	4%	**	7%	5%	**	**	6%	5%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	31	**	**	16	15	27	4	**	11	12	**	**	24	7
	5%	**	**	6%	5%	6%	4%	**	4%	7%	**	**	6%	5%
Comparing what different providers are offering	30	**	**	19	11	24	6	**	17	5	**	**	23	7
	5%	**	**	7%	3%	5%	5%	**	7%	3%	**	**	5%	5%
				b										
Returning your previous provider's equipment	30	**	**	15	15	23	6	**	15	10	**	**	25	5
	5%	**	**	6%	5%	5%	5%	**	6%	6%	**	**	6%	3%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	27	**	**	14	11	24	3	**	13	8	**	**	20	6
	5%	**	**	5%	4%	5%	2%	**	5%	4%	**	**	5%	4%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	26	**	**	12	14	20	6	**	15	7	**	**	22	4
	4%	**	**	4%	5%	5%	5%	**	6%	4%	**	**	5%	3%
Keeping/ transferring your phone number	25	**	**	13	12	25	-	**	17	6	**	**	23	1
	4%	**	**	5%	4%	6%	-%	**	7%	4%	**	**	6%	1%
						b			f				f	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Paying a disconnection charge to your previous provider	24	**	**	16	8	21	3	**	14	7	**	**	21	3
	4%	**	**	6%	3%	5%	2%	**	5%	4%	**	**	5%	2%
Unlocking your handset to take it with you	10	**	**	5	4	10	-	**	7	2	**	**	10	-
	2%	**	**	2%	1%	2%	-%	**	3%	1%	**	**	2%	-%
									f					
ANY PROCESS DIFFICULTIES (P)	230	**	**	119	108	195	33	**	118	62	**	**	180	49
	39%	**	**	44%	35%	45%	28%	**	46%	37%	**	**	42%	32%
				b		b			bf				f	
NONE OF THESE	234	**	**	97	137	158	57	**	82	74	**	**	156	75
	40%	**	**	36%	44%	36%	49%	**	32%	44%	**	**	37%	48%
					a		a			a				ae
Base for stats	582	**	**	272	308	436	117	**	254	169	**	**	423	155
Mean number of difficulties	2.3	**	**	2.7	1.9	2.5	1.9	**	2.9	1.7	**	**	2.4	1.8
				b		b			bf				bf	
Standard deviation	2.89	**	**	3.30	2.42	2.84	3.19	**	3.26	2.18	**	**	2.93	2.74
Standard error	.12	**	**	.20	.14	.14	.29	**	.21	.17	**	**	.14	.22

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Arranging the switch so that you were not paying for your old and new services at the same time (P)	120	111	**	**	**	114	**	84	31
	21%	22%	**	**	**	22%	**	30% b	12%
Contacting your previous provider	117	101	**	**	**	112	**	89	28
	20%	20%	**	**	**	21%	**	31% b	11%
Arranging the switch so that you always had access to your services (P)	107	100	**	**	**	102	**	80	23
	18%	20%	**	**	**	19%	**	28% b	9%
Getting a better deal with your previous provider	103	89	**	**	**	91	**	54	48
	18%	18%	**	**	**	17%	**	19%	18%
Cancelling your previous service (P)	101	90	**	**	**	97	**	71	25
	17%	18%	**	**	**	18%	**	25% b	10%
Understanding the relevant steps required to switch provider	95	86	**	**	**	92	**	76	15
	16%	17%	**	**	**	17%	**	27% b	6%
Contacting your new provider	88	80	**	**	**	87	**	74	13
	15%	16%	**	**	**	16%	**	26% b	5%

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Finding time to research the market	75	70	**	**	**	71	**	56	17
	13%	14%	**	**	**	13%	**	20%	7%
								b	
Resolving billing issues with your previous provider	60	55	**	**	**	57	**	43	14
	10%	11%	**	**	**	11%	**	15%	6%
								b	
Getting the switch to happen on the date you wanted (P)	55	51	**	**	**	53	**	39	15
	10%	10%	**	**	**	10%	**	14%	6%
								b	
Your previous provider trying to persuade you to stay	43	39	**	**	**	40	**	29	12
	7%	8%	**	**	**	8%	**	10%	5%
								b	
Having new equipment installed by the new provider	40	34	**	**	**	40	**	33	6
	7%	7%	**	**	**	7%	**	12%	2%
								b	
Paying the charge to exit your contract early	38	32	**	**	**	35	**	31	6
	6%	6%	**	**	**	7%	**	11%	2%
								b	
Other devices or products you own not working with the new service	37	34	**	**	**	36	**	33	3
	6%	7%	**	**	**	7%	**	12%	1%
								b	

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Setting up a new online account	34	29	**	**	**	34	**	29	5
	6%	6%	**	**	**	6%	**	10% b	2%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	31	26	**	**	**	31	**	25	5
	5%	5%	**	**	**	6%	**	9% b	2%
Comparing what different providers are offering	30	29	**	**	**	28	**	24	6
	5%	6%	**	**	**	5%	**	8% b	2%
Returning your previous provider's equipment	30	27	**	**	**	30	**	22	8
	5%	5%	**	**	**	6%	**	8% b	3%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	27	24	**	**	**	25	**	27	-
	5%	5%	**	**	**	5%	**	9% b	-%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	26	24	**	**	**	25	**	21	4
	4%	5%	**	**	**	5%	**	7% b	2%

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Keeping/ transferring your phone number	25	22	**	**	**	23	**	18	6
	4%	4%	**	**	**	4%	**	6%	2%
								b	
Paying a disconnection charge to your previous provider	24	20	**	**	**	24	**	21	4
	4%	4%	**	**	**	5%	**	7%	1%
								b	
Unlocking your handset to take it with you	10	8	**	**	**	10	**	10	-
	2%	2%	**	**	**	2%	**	3%	-%
								b	
ANY PROCESS DIFFICULTIES (P)	230	209	**	**	**	220	**	158	62
	39%	41%	**	**	**	42%	**	56%	24%
								b	
NONE OF THESE	234	203	**	**	**	201	**	67	144
	40%	40%	**	**	**	38%	**	24%	55%
								a	
Base for stats	582	511	**	**	**	529	**	284	260
Mean number of difficulties	2.3	2.3	**	**	**	2.4	**	3.5	1.1
								b	
Standard deviation	2.89	2.95	**	**	**	2.95	**	3.38	1.67
Standard error	.12	.13	**	**	**	.13	**	.21	.10

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Cancelling your previous service (P)	199	61	135	**	42	**	26	**	74	47	**
	34%	34%	32%	**	39%	**	28%	**	31%	26%	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	174	52	117	**	36	**	21	**	65	45	**
	30%	29%	28%	**	34%	**	22%	**	27%	25%	**
Arranging the switch so that you always had access to your services (P)	170	39	109	**	25	**	16	**	70	54	**
	29%	22%	26%	**	23%	**	17%	**	29%	30%	**
Understanding the relevant steps required to switch provider	166	42	115	**	30	**	18	**	73	49	**
	29%	23%	27%	**	28%	**	19%	**	30%	27%	**
Finding time to research the market	158	33	95	**	21	**	15	**	62	44	**
	27%	18%	23%	**	19%	**	15%	**	26%	24%	**
Contacting your previous provider	153	39	90	**	30	**	15	**	51	36	**
	26%	22%	21%	**	27%	**	16%	**	21%	20%	**
Contacting your new provider	129	19	81	**	13	**	7	**	62	45	**
	22%	10%	19%	**	12%	**	7%	**	26%	25%	**
			a								
Getting the switch to happen on the date you wanted (P)	83	22	55	**	14	**	12	**	33	23	**
	14%	12%	13%	**	13%	**	13%	**	14%	13%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Your previous provider trying to persuade you to stay	79	27	53	**	20	**	10	**	26	18	**
	14%	15%	12%	**	19%	**	11%	**	11%	10%	**
Comparing what different providers are offering	67	21	48	**	15	**	6	**	27	21	**
	11%	12%	11%	**	14%	**	6%	**	11%	12%	**
Keeping/ transferring your phone number	61	-	61	**	-	**	-	**	61	61	**
	10%	-%	14%	**	-%	**	-%	**	25%	34%	**
			a								
Other devices or products you own not working with the new service	57	7	32	**	5	**	2	**	25	19	**
	10%	4%	7%	**	4%	**	2%	**	10%	11%	**
Resolving billing issues with your previous provider	55	7	26	**	5	**	1	**	18	13	**
	9%	4%	6%	**	4%	**	2%	**	8%	7%	**
Setting up a new online account	54	12	34	**	7	**	7	**	21	13	**
	9%	7%	8%	**	6%	**	7%	**	9%	7%	**
Getting a better deal with your previous provider	51	19	30	**	11	**	7	**	11	9	**
	9%	10%	7%	**	10%	**	7%	**	5%	5%	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	45	16	16	**	10	**	7	**	-	-	**
	8%	9%	4%	**	10%	**	8%	**	-%	-%	**
			b								

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	b	~c	a	b	~c
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Returning your previous provider's equipment	43	21	21	**	14	**	9	**	-	-	**
	7%	11%	5%	**	13%	**	9%	**	-%	-%	**
		b									
Paying the charge to exit your contract early	40	6	25	**	3	**	4	**	19	14	**
	7%	3%	6%	**	3%	**	4%	**	8%	8%	**
Paying a disconnection charge to your previous provider	36	13	13	**	9	**	5	**	-	-	**
	6%	7%	3%	**	8%	**	5%	**	-%	-%	**
		b									
Having new equipment installed by the new provider	35	15	15	**	12	**	3	**	-	-	**
	6%	8%	4%	**	11%	**	3%	**	-%	-%	**
		b									
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	28	17	17	**	13	**	6	**	-	-	**
	5%	10%	4%	**	12%	**	6%	**	-%	-%	**
		b									
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	24	-	24	**	-	**	-	**	24	17	**
	4%	-%	6%	**	-%	**	-%	**	10%	9%	**
		a									
Unlocking your handset to take it with you	19	-	19	**	-	**	-	**	19	16	**
	3%	-%	4%	**	-%	**	-%	**	8%	9%	**
		a									

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
ANY PROCESS DIFFICULTIES (P)	353	101	239	**	66	**	45	**	138	97	**
	61%	56%	57%	**	62%	**	47%	**	57%	54%	**
NONE OF THESE	135	56	111	**	28	**	33	**	55	44	**
	23%	31%	26%	**	26%	**	35%	**	23%	24%	**
Base for stats	582	181	422	**	107	**	94	**	241	180	**
Mean number of difficulties	3.3	2.7	2.9	**	3.1	**	2.1	**	3.1	3.0	**
Standard deviation	2.87	2.72	2.64	**	2.86	**	2.28	**	2.57	2.60	**
Standard error	.12	.17	.12	**	.23	**	.20	**	.18	.22	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Cancelling your previous service (P)	199	**	**	34	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	27%	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	174	**	**	34	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	27%	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	170	**	**	27	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	21%	**	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	166	**	**	41	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	33%	**	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	158	**	**	34	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	27%	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	153	**	**	22	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your new provider	129	**	**	33	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	26%	**	**	**	**	**	**	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	83	**	**	19	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	16%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	79	**	**	11	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	9%	**	**	**	**	**	**	**	**	**	**	**	**
Comparing what different providers are offering	67	**	**	15	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	12%	**	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	61	**	**	25	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	20%	**	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	57	**	**	16	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	13%	**	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	55	**	**	9	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	7%	**	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	54	**	**	8	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	7%	**	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	51	**	**	7	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	6%	**	**	**	**	**	**	**	**	**	**	**	**

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	45	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	43	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	40	**	**	7	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	6%	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	36	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	35	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	28	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	24	**	**	12	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	9%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Unlocking your handset to take it with you	19	**	**	12	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	10%	**	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS DIFFICULTIES (P)	353	**	**	64	**	**	**	**	**	**	**	**	**	**	**	**
	61%	**	**	51%	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	135	**	**	37	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	30%	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	582	**	**	125	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of difficulties	3.3	**	**	2.9	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	2.87	**	**	2.58	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.12	**	**	.26	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Cancelling your previous service (P)	199	**	**	92	107	172	23	**	86	63	**	**	149	49
	34%	**	**	34%	35%	39%	20%	**	34%	37%	**	**	35%	31%
						b								
Arranging the switch so that you were not paying for your old and new services at the same time (P)	174	**	**	83	90	145	24	**	67	63	**	**	130	43
	30%	**	**	31%	29%	33%	21%	**	26%	37%	**	**	31%	28%
						b				a				
Arranging the switch so that you always had access to your services (P)	170	**	**	82	87	148	19	**	77	53	**	**	129	41
	29%	**	**	30%	28%	34%	17%	**	30%	31%	**	**	31%	26%
						b								
Understanding the relevant steps required to switch provider	166	**	**	86	78	143	19	**	79	49	**	**	128	37
	29%	**	**	32%	25%	33%	16%	**	31%	29%	**	**	30%	24%
						b								
Finding time to research the market	158	**	**	83	75	141	15	**	69	50	**	**	118	40
	27%	**	**	30%	24%	32%	13%	**	27%	29%	**	**	28%	26%
						b								
Contacting your previous provider	153	**	**	74	79	130	15	**	68	46	**	**	114	39
	26%	**	**	27%	26%	30%	13%	**	27%	27%	**	**	27%	25%
						b								
Contacting your new provider	129	**	**	68	61	107	18	**	74	31	**	**	105	24
	22%	**	**	25%	20%	25%	16%	**	29%	19%	**	**	25%	15%
						b			bf				f	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Getting the switch to happen on the date you wanted (P)	83	**	**	42	41	70	12	**	42	26	**	**	68	15
	14%	**	**	15%	13%	16%	10%	**	17% f	15%	**	**	16% f	9%
Your previous provider trying to persuade you to stay	79	**	**	34	44	65	11	**	39	26	**	**	66	13
	14%	**	**	13%	14%	15%	10%	**	15% f	16%	**	**	16% f	8%
Comparing what different providers are offering	67	**	**	33	34	58	8	**	39	20	**	**	59	8
	11%	**	**	12%	11%	13% b	7%	**	15% f	12% f	**	**	14% f	5%
Keeping/ transferring your phone number	61	**	**	28	31	48	12	**	32	14	**	**	47	14
	10%	**	**	10%	10%	11%	10%	**	13%	8%	**	**	11%	9%
Other devices or products you own not working with the new service	57	**	**	30	27	53	4	**	30	18	**	**	48	9
	10%	**	**	11%	9%	12% b	3%	**	12% f	11%	**	**	11% f	6%
Resolving billing issues with your previous provider	55	**	**	28	26	43	10	**	30	15	**	**	44	11
	9%	**	**	10%	8%	10%	9%	**	12%	9%	**	**	10%	7%
Setting up a new online account	54	**	**	22	32	41	10	**	26	19	**	**	45	7
	9%	**	**	8%	10%	9%	9%	**	10% f	11% f	**	**	11% f	5%

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Getting a better deal with your previous provider	51	**	**	33	18	40	8	**	27	17	**	**	44	7
	9%	**	**	12%	6%	9%	7%	**	11%	10%	**	**	10%	4%
				b					f				f	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	45	**	**	20	25	40	5	**	22	19	**	**	41	5
	8%	**	**	7%	8%	9%	4%	**	9%	11%	**	**	10%	3%
									f	f			f	
Returning your previous provider's equipment	43	**	**	24	20	34	8	**	14	19	**	**	33	9
	7%	**	**	9%	6%	8%	7%	**	5%	12%	**	**	8%	6%
										a				
Paying the charge to exit your contract early	40	**	**	21	19	38	2	**	25	9	**	**	35	5
	7%	**	**	8%	6%	9%	1%	**	10%	6%	**	**	8%	3%
						b			f					
Paying a disconnection charge to your previous provider	36	**	**	24	13	33	3	**	16	9	**	**	24	12
	6%	**	**	9%	4%	8%	3%	**	6%	5%	**	**	6%	8%
				b		b								
Having new equipment installed by the new provider	35	**	**	21	15	32	3	**	14	13	**	**	27	9
	6%	**	**	8%	5%	7%	2%	**	6%	8%	**	**	6%	6%
						b								

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	28	**	**	14	13	21	6	**	13	8	**	**	21	6
	5%	**	**	5%	4%	5%	5%	**	5%	5%	**	**	5%	4%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	24	**	**	13	11	23	1	**	16	3	**	**	18	6
	4%	**	**	5%	4%	5% b	1%	**	6% b	2%	**	**	4%	4%
Unlocking your handset to take it with you	19	**	**	8	11	16	3	**	9	5	**	**	14	5
	3%	**	**	3%	4%	4%	2%	**	3%	3%	**	**	3%	3%
ANY PROCESS DIFFICULTIES (P)	353	**	**	164	187	296	50	**	160	110	**	**	271	81
	61%	**	**	60%	61%	68% b	43%	**	63% f	65% f	**	**	64% f	52%
NONE OF THESE	135	**	**	61	75	78	42	**	57	31	**	**	88	46
	23%	**	**	22%	24%	18%	36% a	**	22%	19%	**	**	21%	29% be
Base for stats	582	**	**	272	308	436	117	**	254	169	**	**	423	155
Mean number of difficulties	3.3	**	**	3.5	3.1	3.8 b	2.0	**	3.6 f	3.5 f	**	**	3.6 f	2.7
Standard deviation	2.87	**	**	3.01	2.74	2.91	2.28	**	2.84	3.14	**	**	2.96	2.52
Standard error	.12	**	**	.19	.16	.14	.20	**	.18	.25	**	**	.15	.20

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Cancelling your previous service (P)	199	171	**	**	**	184	**	112	72
	34%	34%	**	**	**	35%	**	39%	28%
								b	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	174	150	**	**	**	161	**	98	61
	30%	29%	**	**	**	30%	**	34%	24%
								b	
Arranging the switch so that you always had access to your services (P)	170	154	**	**	**	157	**	95	64
	29%	30%	**	**	**	30%	**	34%	25%
								b	
Understanding the relevant steps required to switch provider	166	144	**	**	**	148	**	89	62
	29%	28%	**	**	**	28%	**	31%	24%
Finding time to research the market	158	138	**	**	**	150	**	100	48
	27%	27%	**	**	**	28%	**	35%	19%
								b	
Contacting your previous provider	153	139	**	**	**	145	**	72	69
	26%	27%	**	**	**	27%	**	25%	27%
Contacting your new provider	129	118	**	**	**	119	**	74	46
	22%	23%	**	**	**	22%	**	26%	18%
								b	

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Getting the switch to happen on the date you wanted (P)	83	73	**	**	**	77	**	45	34
	14%	14%	**	**	**	15%	**	16%	13%
Your previous provider trying to persuade you to stay	79	66	**	**	**	71	**	43	34
	14%	13%	**	**	**	13%	**	15%	13%
Comparing what different providers are offering	67	60	**	**	**	62	**	28	37
	11%	12%	**	**	**	12%	**	10%	14%
Keeping/ transferring your phone number	61	57	**	**	**	58	**	40	19
	10%	11%	**	**	**	11%	**	14%	7%
								b	
Other devices or products you own not working with the new service	57	52	**	**	**	55	**	43	14
	10%	10%	**	**	**	10%	**	15%	5%
								b	
Resolving billing issues with your previous provider	55	48	**	**	**	52	**	36	18
	9%	9%	**	**	**	10%	**	13%	7%
								b	
Setting up a new online account	54	50	**	**	**	52	**	32	19
	9%	10%	**	**	**	10%	**	11%	7%
Getting a better deal with your previous provider	51	48	**	**	**	44	**	26	22
	9%	9%	**	**	**	8%	**	9%	9%

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	45	38	**	**	**	45	**	23	20
	8%	7%	**	**	**	9%	**	8%	8%
Returning your previous provider's equipment	43	38	**	**	**	38	**	16	23
	7%	7%	**	**	**	7%	**	6%	9%
Paying the charge to exit your contract early	40	35	**	**	**	39	**	22	15
	7%	7%	**	**	**	7%	**	8%	6%
Paying a disconnection charge to your previous provider	36	34	**	**	**	35	**	21	12
	6%	7%	**	**	**	7%	**	7%	5%
Having new equipment installed by the new provider	35	34	**	**	**	32	**	15	15
	6%	7%	**	**	**	6%	**	5%	6%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	28	21	**	**	**	26	**	12	14
	5%	4%	**	**	**	5%	**	4%	6%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	24	23	**	**	**	23	**	14	9
	4%	5%	**	**	**	4%	**	5%	3%

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Unlocking your handset to take it with you	19	15	**	**	**	16	**	10	5
	3%	3%	**	**	**	3%	**	4%	2%
ANY PROCESS DIFFICULTIES (P)	353	307	**	**	**	325	**	200	127
	61%	60%	**	**	**	61%	**	70%	49%
								b	
NONE OF THESE	135	119	**	**	**	119	**	50	78
	23%	23%	**	**	**	22%	**	18%	30%
								a	
Base for stats	582	511	**	**	**	529	**	284	260
Mean number of difficulties	3.3	3.3	**	**	**	3.4	**	3.8	2.8
								b	
Standard deviation	2.87	2.92	**	**	**	2.88	**	2.62	3.11
Standard error	.12	.13	**	**	**	.13	**	.16	.19
Columns Tested: a,b,c,d - a,b - a,b									

Any break column with 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/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Cancelling your previous service (P)	300	86	202	**	64	**	35	**	116	74	**
	51%	47%	48%	**	60%	**	37%	**	48%	41%	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	294	73	194	**	54	**	29	**	121	87	**
	51%	40%	46%	**	50%	**	31%	**	50%	48%	**
Arranging the switch so that you always had access to your services (P)	277	63	171	**	44	**	23	**	108	80	**
	48%	35%	41%	**	41%	**	24%	**	45%	45%	**
Contacting your previous provider	271	68	174	**	48	**	30	**	106	74	**
	47%	38%	41%	**	45%	**	31%	**	44%	41%	**
Understanding the relevant steps required to switch provider	262	59	175	**	45	**	22	**	116	83	**
	45%	33%	42%	**	42%	**	23%	**	48%	46%	**
			a								
Finding time to research the market	234	49	143	**	34	**	18	**	94	70	**
	40%	27%	34%	**	32%	**	19%	**	39%	39%	**
Contacting your new provider	217	38	135	**	27	**	10	**	97	71	**
	37%	21%	32%	**	25%	**	11%	**	40%	40%	**
			a								
Getting a better deal with your previous provider	154	66	117	**	43	**	28	**	50	44	**
	26%	37%	28%	**	40%	**	30%	**	21%	24%	**
		b									

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Getting the switch to happen on the date you wanted (P)	138	34	86	**	24	**	15	**	51	38	**
	24%	19%	20%	**	22%	**	16%	**	21%	21%	**
Your previous provider trying to persuade you to stay	122	43	81	**	33	**	13	**	38	30	**
	21%	24%	19%	**	31%	**	14%	**	16%	17%	**
Resolving billing issues with your previous provider	115	27	63	**	18	**	11	**	37	27	**
	20%	15%	15%	**	17%	**	12%	**	15%	15%	**
Comparing what different providers are offering	97	32	66	**	24	**	8	**	34	23	**
	17%	18%	16%	**	22%	**	9%	**	14%	13%	**
Other devices or products you own not working with the new service	94	15	55	**	11	**	2	**	40	30	**
	16%	8%	13%	**	10%	**	2%	**	17%	17%	**
Setting up a new online account	87	20	57	**	13	**	8	**	37	26	**
	15%	11%	13%	**	12%	**	9%	**	15%	14%	**
Keeping/ transferring your phone number	85	-	85	**	-	**	-	**	85	85	**
	15%	-%	20%	**	-%	**	-%	**	35%	47%	**
			a							a	
Paying the charge to exit your contract early	78	12	49	**	8	**	4	**	37	28	**
	13%	7%	12%	**	8%	**	4%	**	15%	16%	**
			a								

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	b	~c	a	b	~c
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Having new equipment installed by the new provider	75	27	27	**	22	**	7	**	-	-	**
	13%	15%	6%	**	20%	**	7%	**	-%	-%	**
		b									
Returning your previous provider's equipment	73	30	30	**	22	**	13	**	-	-	**
	13%	16%	7%	**	20%	**	13%	**	-%	-%	**
		b									
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	71	24	24	**	18	**	9	**	-	-	**
	12%	13%	6%	**	16%	**	10%	**	-%	-%	**
		b									
Paying a disconnection charge to your previous provider	60	22	22	**	17	**	6	**	-	-	**
	10%	12%	5%	**	16%	**	6%	**	-%	-%	**
		b									
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	59	25	25	**	20	**	6	**	-	-	**
	10%	14%	6%	**	18%	**	7%	**	-%	-%	**
		b									
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	51	-	51	**	-	**	-	**	51	40	**
	9%	-%	12%	**	-%	**	-%	**	21%	22%	**
			a								

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	b	~c	a	b	~c
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Unlocking your handset to take it with you	28	-	28	**	-	**	-	**	28	22	**
	5%	-%	7%	**	-%	**	-%	**	12%	12%	**
			a								
ANY PROCESS DIFFICULTIES (P)	402	116	272	**	79	**	52	**	156	109	**
	69%	64%	64%	**	73%	**	56%	**	65%	60%	**
NONE OF THESE	105	42	85	**	20	**	25	**	44	36	**
	18%	23%	20%	**	18%	**	27%	**	18%	20%	**
Base for stats	582	181	422	**	107	**	94	**	241	180	**
Mean number of difficulties	5.6	4.5	4.9	**	5.5	**	3.2	**	5.2	5.2	**
Standard deviation	4.53	4.30	4.22	**	4.47	**	3.27	**	4.13	4.31	**
Standard error	.19	.27	.20	**	.35	**	.29	**	.30	.37	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Cancelling your previous service (P)	300	**	**	58	**	**	**	**	**	**	**	**	**	**	**	**
	51%	**	**	47%	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	294	**	**	60	**	**	**	**	**	**	**	**	**	**	**	**
	51%	**	**	49%	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	277	**	**	50	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	40%	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	271	**	**	47	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	37%	**	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	262	**	**	61	**	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	49%	**	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	234	**	**	47	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	38%	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your new provider	217	**	**	49	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	39%	**	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	154	**	**	27	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	22%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted (P)	138	**	**	27	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	21%	**	**	**	**	**	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	122	**	**	17	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	14%	**	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	115	**	**	18	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	15%	**	**	**	**	**	**	**	**	**	**	**	**
Comparing what different providers are offering	97	**	**	17	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	13%	**	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	94	**	**	22	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	17%	**	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	87	**	**	18	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	14%	**	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	85	**	**	39	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	31%	**	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	78	**	**	16	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	13%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Having new equipment installed by the new provider	75	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	73	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	71	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	60	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	59	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	51	**	**	26	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	21%	**	**	**	**	**	**	**	**	**	**	**	**
Unlocking your handset to take it with you	28	**	**	18	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	14%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
ANY PROCESS DIFFICULTIES (P)	402	**	**	75	**	**	**	**	**	**	**	**	**	**	**	**
	69%	**	**	60%	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	105	**	**	32	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	26%	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	582	**	**	125	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of difficulties	5.6	**	**	4.9	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	4.53	**	**	4.32	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.19	**	**	.43	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Cancelling your previous service (P)	300	**	**	148	151	256	40	**	141	85	**	**	226	72
	51%	**	**	54%	49%	59%	34%	**	55%	50%	**	**	53%	47%
						b								
Arranging the switch so that you were not paying for your old and new services at the same time (P)	294	**	**	152	140	246	42	**	134	89	**	**	223	70
	51%	**	**	56%	46%	56%	36%	**	53%	52%	**	**	53%	45%
				b		b								
Arranging the switch so that you always had access to your services (P)	277	**	**	134	141	238	36	**	136	81	**	**	217	60
	48%	**	**	50%	46%	55%	30%	**	53%	48%	**	**	51%	39%
						b			f				f	
Contacting your previous provider	271	**	**	132	138	224	37	**	136	69	**	**	205	65
	47%	**	**	49%	45%	51%	31%	**	53%	41%	**	**	48%	42%
						b			bf					
Understanding the relevant steps required to switch provider	262	**	**	143	117	229	28	**	132	68	**	**	200	60
	45%	**	**	53%	38%	53%	24%	**	52%	40%	**	**	47%	38%
				b		b			bf					
Finding time to research the market	234	**	**	124	109	204	28	**	118	64	**	**	182	52
	40%	**	**	46%	35%	47%	24%	**	46%	38%	**	**	43%	34%
				b		b			f				f	
Contacting your new provider	217	**	**	118	96	185	26	**	127	49	**	**	176	41
	37%	**	**	44%	31%	42%	23%	**	50%	29%	**	**	42%	26%
				b		b			bef				bf	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Getting a better deal with your previous provider	154	**	**	86	68	101	41	**	77	43	**	**	120	34
	26%	**	**	32%	22%	23%	35%	**	30%	25%	**	**	28%	22%
				b			a							
Getting the switch to happen on the date you wanted (P)	138	**	**	78	60	115	23	**	74	35	**	**	109	29
	24%	**	**	29%	19%	26%	19%	**	29%	21%	**	**	26%	19%
				b					f					
Your previous provider trying to persuade you to stay	122	**	**	64	58	97	21	**	62	36	**	**	98	24
	21%	**	**	23%	19%	22%	18%	**	24%	21%	**	**	23%	16%
									f				f	
Resolving billing issues with your previous provider	115	**	**	63	51	91	22	**	63	24	**	**	88	27
	20%	**	**	23%	17%	21%	19%	**	25%	14%	**	**	21%	17%
				b					b					
Comparing what different providers are offering	97	**	**	52	44	81	14	**	56	26	**	**	82	15
	17%	**	**	19%	14%	19%	12%	**	22%	15%	**	**	19%	9%
									f				f	
Other devices or products you own not working with the new service	94	**	**	50	44	83	11	**	53	21	**	**	74	21
	16%	**	**	18%	14%	19%	10%	**	21%	12%	**	**	17%	13%
						b			b					
Setting up a new online account	87	**	**	42	46	70	15	**	44	27	**	**	71	15
	15%	**	**	15%	15%	16%	13%	**	17%	16%	**	**	17%	10%
									f				f	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with 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/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Keeping/ transferring your phone number	85	**	**	41	43	73	12	**	49	21	**	**	70	16
	15%	**	**	15%	14%	17%	10%	**	19% f	12%	**	**	17%	10%
Paying the charge to exit your contract early	78	**	**	40	36	71	6	**	45	17	**	**	62	15
	13%	**	**	15%	12%	16% b	5%	**	18% bf	10%	**	**	15%	10%
Having new equipment installed by the new provider	75	**	**	44	30	64	10	**	39	23	**	**	62	13
	13%	**	**	16% b	10%	15%	8%	**	15% f	13%	**	**	15%	8%
Returning your previous provider's equipment	73	**	**	39	34	57	14	**	29	29	**	**	58	14
	13%	**	**	14%	11%	13%	12%	**	11%	17% f	**	**	14%	9%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	71	**	**	32	39	60	11	**	37	25	**	**	62	9
	12%	**	**	12%	13%	14%	9%	**	15% f	15% f	**	**	15% f	6%
Paying a disconnection charge to your previous provider	60	**	**	40	21	55	6	**	29	16	**	**	45	15
	10%	**	**	15% b	7%	13% b	5%	**	12%	9%	**	**	11%	10%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	59 10%	** **	** **	30 11%	28 9%	48 11%	10 9%	** **	24 10%	21 12%	** **	** **	45 11%	14 9%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	51 9%	** **	** **	27 10%	22 7%	47 11% b	4 3%	** **	28 11%	10 6%	** **	** **	39 9%	12 8%
Unlocking your handset to take it with you	28 5%	** **	** **	12 5%	15 5%	26 6%	3 2%	** **	16 6%	7 4%	** **	** **	23 5%	5 3%
ANY PROCESS DIFFICULTIES (P)	402 69%	** **	** **	193 71%	207 67%	331 76% b	63 54%	** **	185 73% f	122 72% f	** **	** **	307 72% f	93 60%
NONE OF THESE	105 18%	** **	** **	44 16%	61 20%	64 15%	30 26% a	** **	40 16%	27 16%	** **	** **	67 16%	37 24% e
Base for stats	582	**	**	272	308	436	117	**	254	169	**	**	423	155
Mean number of difficulties	5.6	**	**	6.2 b	5.0	6.2 b	3.9	**	6.5 bf	5.3	**	**	6.0 f	4.5
Standard deviation	4.53	**	**	4.83	4.18	4.48	4.29	**	4.74	4.27	**	**	4.59	4.19
Standard error	.19	**	**	.30	.24	.22	.38	**	.30	.33	**	**	.23	.34

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Cancelling your previous service (P)	300	262	**	**	**	281	**	183	97
	51%	51%	**	**	**	53%	**	64% b	37%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	294	260	**	**	**	275	**	182	92
	51%	51%	**	**	**	52%	**	64% b	36%
Arranging the switch so that you always had access to your services (P)	277	254	**	**	**	259	**	175	87
	48%	50%	**	**	**	49%	**	62% b	33%
Contacting your previous provider	271	239	**	**	**	257	**	161	97
	47%	47%	**	**	**	49%	**	57% b	37%
Understanding the relevant steps required to switch provider	262	230	**	**	**	240	**	166	77
	45%	45%	**	**	**	45%	**	58% b	30%
Finding time to research the market	234	208	**	**	**	221	**	157	66
	40%	41%	**	**	**	42%	**	55% b	25%
Contacting your new provider	217	198	**	**	**	206	**	148	59
	37%	39%	**	**	**	39%	**	52% b	23%

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Getting a better deal with your previous provider	154	137	**	**	**	135	**	80	70
	26%	27%	**	**	**	26%	**	28%	27%
Getting the switch to happen on the date you wanted (P)	138	124	**	**	**	130	**	85	49
	24%	24%	**	**	**	25%	**	30%	19%
								b	
Your previous provider trying to persuade you to stay	122	106	**	**	**	111	**	72	46
	21%	21%	**	**	**	21%	**	26%	18%
								b	
Resolving billing issues with your previous provider	115	103	**	**	**	109	**	78	33
	20%	20%	**	**	**	21%	**	28%	13%
								b	
Comparing what different providers are offering	97	89	**	**	**	90	**	52	43
	17%	17%	**	**	**	17%	**	18%	16%
Other devices or products you own not working with the new service	94	87	**	**	**	90	**	76	17
	16%	17%	**	**	**	17%	**	27%	6%
								b	
Setting up a new online account	87	80	**	**	**	86	**	61	24
	15%	16%	**	**	**	16%	**	21%	9%
								b	

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Keeping/ transferring your phone number	85	79	**	**	**	82	**	58	26
	15%	15%	**	**	**	15%	**	21%	10%
								b	
Paying the charge to exit your contract early	78	66	**	**	**	74	**	54	22
	13%	13%	**	**	**	14%	**	19%	8%
								b	
Having new equipment installed by the new provider	75	67	**	**	**	72	**	48	22
	13%	13%	**	**	**	14%	**	17%	8%
								b	
Returning your previous provider's equipment	73	65	**	**	**	68	**	37	31
	13%	13%	**	**	**	13%	**	13%	12%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	71	63	**	**	**	70	**	44	24
	12%	12%	**	**	**	13%	**	15%	9%
								b	
Paying a disconnection charge to your previous provider	60	54	**	**	**	60	**	41	16
	10%	11%	**	**	**	11%	**	14%	6%
								b	

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	59	48	**	**	**	57	**	37	20
	10%	9%	**	**	**	11%	**	13% b	8%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	51	47	**	**	**	48	**	41	9
	9%	9%	**	**	**	9%	**	14% b	3%
Unlocking your handset to take it with you	28	23	**	**	**	26	**	20	5
	5%	5%	**	**	**	5%	**	7% b	2%
ANY PROCESS DIFFICULTIES (P)	402	352	**	**	**	373	**	232	143
	69%	69%	**	**	**	70%	**	82% b	55%
NONE OF THESE	105	92	**	**	**	91	**	27	70
	18%	18%	**	**	**	17%	**	10%	27% a
Base for stats	582	511	**	**	**	529	**	284	260
Mean number of difficulties	5.6	5.7	**	**	**	5.8	**	7.2 b	4.0
Standard deviation	4.53	4.62	**	**	**	4.58	**	4.57	4.00
Standard error	.19	.21	**	**	**	.20	**	.28	.25
Columns Tested: a,b,c,d - a,b - a,b									

Any break column with 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/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	b	~c	a	b	~c
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Contacting your new provider	365	143	287	**	80	**	84	**	144	109	**
	63%	79%	68%	**	75%	**	89%	**	60%	60%	**
Finding time to research the market	348	132	278	**	74	**	77	**	146	110	**
	60%	73%	66%	**	68%	**	81%	**	61%	61%	**
Understanding the relevant steps required to switch provider	320	122	246	**	62	**	73	**	125	97	**
	55%	67%	58%	**	58%	**	77%	**	52%	54%	**
Contacting your previous provider	311	113	248	**	59	**	65	**	135	106	**
	53%	62%	59%	**	55%	**	69%	**	56%	59%	**
Arranging the switch so that you always had access to your services (P)	305	118	251	**	63	**	71	**	133	100	**
	52%	65%	59%	**	59%	**	76%	**	55%	55%	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	288	108	228	**	54	**	65	**	120	93	**
	49%	60%	54%	**	50%	**	69%	**	50%	52%	**
Cancelling your previous service (P)	282	95	219	**	43	**	59	**	124	106	**
	49%	53%	52%	**	40%	**	63%	**	52%	59%	**
Comparing what different providers are offering	192	77	153	**	41	**	51	**	76	60	**
	33%	43%	36%	**	38%	**	54%	**	31%	33%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	b	~c	a	b	~c
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Setting up a new online account	171	68	133	**	38	**	38	**	65	53	**
	29%	37%	31%	**	35%	**	41%	**	27%	29%	**
Getting the switch to happen on the date you wanted (P)	115	48	84	**	33	**	26	**	36	30	**
	20%	26%	20%	**	31%	**	27%	**	15%	17%	**
		b									
Keeping/ transferring your phone number	95	-	95	**	-	**	-	**	95	95	**
	16%	-%	22%	**	-%	**	-%	**	39%	53%	**
			a							a	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	87	58	58	**	22	**	44	**	-	-	**
	15%	32%	14%	**	21%	**	46%	**	-%	-%	**
		b									
Having new equipment installed by the new provider	86	58	58	**	45	**	28	**	-	-	**
	15%	32%	14%	**	41%	**	29%	**	-%	-%	**
		b									
Getting a better deal with your previous provider	71	26	51	**	17	**	15	**	25	19	**
	12%	14%	12%	**	16%	**	16%	**	10%	11%	**
Your previous provider trying to persuade you to stay	67	22	47	**	12	**	14	**	25	21	**
	11%	12%	11%	**	12%	**	15%	**	10%	12%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	b	~c	a	b	~c
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	58	31	31	**	20	**	13	**	-	-	**
	10%	17%	7%	**	19%	**	14%	**	-%	-%	**
		b									
Paying the charge to exit your contract early	57	18	35	**	14	**	8	**	17	14	**
	10%	10%	8%	**	13%	**	8%	**	7%	8%	**
Returning your previous provider's equipment	45	23	23	**	18	**	14	**	-	-	**
	8%	13%	6%	**	17%	**	14%	**	-%	-%	**
		b									
Other devices or products you own not working with the new service	38	7	25	**	5	**	2	**	17	14	**
	7%	4%	6%	**	5%	**	2%	**	7%	8%	**
Resolving billing issues with your previous provider	32	8	19	**	5	**	3	**	11	8	**
	6%	4%	4%	**	4%	**	3%	**	5%	4%	**
Paying a disconnection charge to your previous provider	25	8	8	**	5	**	5	**	-	-	**
	4%	5%	2%	**	5%	**	5%	**	-%	-%	**
		b									
Unlocking your handset to take it with you	24	-	24	**	-	**	-	**	24	14	**
	4%	-%	6%	**	-%	**	-%	**	10%	8%	**
			a								

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	b	~c	a	b	~c
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	16	-	16	**	-	**	-	**	16	12	**
	3%	-%	4%	**	-%	**	-%	**	7%	6%	**
			a								
NONE OF THESE	66	16	34	**	12	**	3	**	18	13	**
	11%	9%	8%	**	11%	**	3%	**	8%	7%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Contacting your new provider	365	**	**	76	**	**	**	**	**	**	**	**	**	**	**	**
	63%	**	**	61%	**	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	348	**	**	77	**	**	**	**	**	**	**	**	**	**	**	**
	60%	**	**	62%	**	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	320	**	**	64	**	**	**	**	**	**	**	**	**	**	**	**
	55%	**	**	51%	**	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	311	**	**	78	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	63%	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	305	**	**	75	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	60%	**	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	288	**	**	64	**	**	**	**	**	**	**	**	**	**	**	**
	49%	**	**	51%	**	**	**	**	**	**	**	**	**	**	**	**
Cancelling your previous service (P)	282	**	**	66	**	**	**	**	**	**	**	**	**	**	**	**
	49%	**	**	53%	**	**	**	**	**	**	**	**	**	**	**	**
Comparing what different providers are offering	192	**	**	34	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	27%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Setting up a new online account	171	**	**	36	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	29%	**	**	**	**	**	**	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	115	**	**	23	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	95	**	**	51	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	41%	**	**	**	**	**	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	87	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	86	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	71	**	**	12	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	10%	**	**	**	**	**	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	67	**	**	14	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	11%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	58	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	57	**	**	9	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	7%	**	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	45	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	38	**	**	12	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	10%	**	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	32	**	**	6	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	5%	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	25	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Unlocking your handset to take it with you	24	**	**	16	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	13%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	16	**	**	9	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	7%	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	66	**	**	8	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	7%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Contacting your new provider	365	**	**	153	212	251	90	**	128	120	**	**	247	114
	63%	**	**	56%	69%	58%	77%	**	50%	71%	**	**	58%	74%
					a		a			ae			a	ae
Finding time to research the market	348	**	**	147	200	232	89	**	137	105	**	**	242	103
	60%	**	**	54%	65%	53%	76%	**	54%	62%	**	**	57%	66%
					a		a							ae
Understanding the relevant steps required to switch provider	320	**	**	129	192	207	88	**	122	101	**	**	223	96
	55%	**	**	47%	62%	47%	76%	**	48%	60%	**	**	53%	62%
					a		a			a				a
Contacting your previous provider	311	**	**	140	170	212	80	**	119	100	**	**	218	90
	53%	**	**	51%	55%	49%	69%	**	47%	59%	**	**	52%	58%
							a			a				a
Arranging the switch so that you always had access to your services (P)	305	**	**	137	167	198	81	**	119	88	**	**	206	96
	52%	**	**	50%	54%	45%	70%	**	47%	52%	**	**	49%	61%
							a							ae
Arranging the switch so that you were not paying for your old and new services at the same time (P)	288	**	**	120	168	190	74	**	120	80	**	**	201	85
	49%	**	**	44%	54%	44%	64%	**	47%	48%	**	**	47%	55%
					a		a							
Cancelling your previous service (P)	282	**	**	124	157	180	77	**	114	84	**	**	198	83
	49%	**	**	46%	51%	41%	66%	**	45%	50%	**	**	47%	53%
							a							

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Comparing what different providers are offering	192	**	**	81	111	119	59	**	78	65	**	**	143	47
	33%	**	**	30%	36%	27%	51%	**	31%	39%	**	**	34%	30%
							a							
Setting up a new online account	171	**	**	76	95	117	40	**	68	63	**	**	132	40
	29%	**	**	28%	31%	27%	35%	**	27%	37%	**	**	31%	25%
										af				
Getting the switch to happen on the date you wanted (P)	115	**	**	51	64	77	33	**	47	36	**	**	82	31
	20%	**	**	19%	21%	18%	28%	**	18%	21%	**	**	19%	20%
							a							
Keeping/ transferring your phone number	95	**	**	38	57	58	23	**	35	32	**	**	67	27
	16%	**	**	14%	18%	13%	20%	**	14%	19%	**	**	16%	18%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	87	**	**	47	40	45	33	**	32	27	**	**	59	27
	15%	**	**	17%	13%	10%	28%	**	13%	16%	**	**	14%	17%
							a							
Having new equipment installed by the new provider	86	**	**	40	46	64	19	**	37	25	**	**	62	23
	15%	**	**	15%	15%	15%	16%	**	15%	15%	**	**	15%	15%
Getting a better deal with your previous provider	71	**	**	31	40	52	18	**	32	22	**	**	53	18
	12%	**	**	12%	13%	12%	15%	**	12%	13%	**	**	13%	12%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Your previous provider trying to persuade you to stay	67	**	**	41	26	41	21	**	35	16	**	**	52	14
	11%	**	**	15%	8%	9%	18%	**	14%	10%	**	**	12%	9%
				b			a							
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	58	**	**	31	27	41	13	**	22	26	**	**	48	10
	10%	**	**	12%	9%	9%	11%	**	9%	15%	**	**	11%	7%
										af				
Paying the charge to exit your contract early	57	**	**	26	31	45	8	**	28	13	**	**	41	16
	10%	**	**	10%	10%	10%	7%	**	11%	8%	**	**	10%	10%
Returning your previous provider's equipment	45	**	**	22	23	32	12	**	16	18	**	**	34	11
	8%	**	**	8%	7%	7%	10%	**	6%	11%	**	**	8%	7%
Other devices or products you own not working with the new service	38	**	**	17	20	32	5	**	19	12	**	**	31	7
	7%	**	**	6%	7%	7%	4%	**	8%	7%	**	**	7%	4%
Resolving billing issues with your previous provider	32	**	**	20	12	28	4	**	19	10	**	**	29	3
	6%	**	**	7%	4%	7%	3%	**	8%	6%	**	**	7%	2%
									f				f	
Paying a disconnection charge to your previous provider	25	**	**	13	12	20	4	**	12	8	**	**	20	5
	4%	**	**	5%	4%	4%	3%	**	5%	4%	**	**	5%	3%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Unlocking your handset to take it with you	24	**	**	8	16	18	4	**	11	1	**	**	12	11
	4%	**	**	3%	5%	4%	3%	**	4% b	1%	**	**	3%	7% be
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	16	**	**	5	11	13	3	**	7	4	**	**	11	5
	3%	**	**	2%	3%	3%	2%	**	3%	2%	**	**	3%	3%
NONE OF THESE	66	**	**	44	22	52	14	**	40	11	**	**	50	15
	11%	**	**	16% b	7%	12%	12%	**	16% b	6%	**	**	12%	10%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Contacting your new provider	365	313	**	**	**	323	**	136	201
	63%	61%	**	**	**	61%	**	48%	77%
									a
Finding time to research the market	348	303	**	**	**	307	**	127	194
	60%	59%	**	**	**	58%	**	45%	75%
									a
Understanding the relevant steps required to switch provider	320	281	**	**	**	289	**	118	183
	55%	55%	**	**	**	55%	**	42%	70%
									a
Contacting your previous provider	311	271	**	**	**	272	**	123	163
	53%	53%	**	**	**	51%	**	43%	63%
									a
Arranging the switch so that you always had access to your services (P)	305	256	**	**	**	269	**	109	173
	52%	50%	**	**	**	51%	**	38%	67%
									a
Arranging the switch so that you were not paying for your old and new services at the same time (P)	288	251	**	**	**	253	**	102	168
	49%	49%	**	**	**	48%	**	36%	64%
									a
Cancelling your previous service (P)	282	249	**	**	**	248	**	101	163
	49%	49%	**	**	**	47%	**	36%	63%
									a

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Comparing what different providers are offering	192	168	**	**	**	175	**	67	110
	33%	33%	**	**	**	33%	**	24%	42%
									a
Setting up a new online account	171	150	**	**	**	154	**	54	105
	29%	29%	**	**	**	29%	**	19%	40%
									a
Getting the switch to happen on the date you wanted (P)	115	91	**	**	**	104	**	38	66
	20%	18%	**	**	**	20%	**	13%	25%
									a
Keeping/ transferring your phone number	95	82	**	**	**	84	**	32	54
	16%	16%	**	**	**	16%	**	11%	21%
									a
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	87	75	**	**	**	78	**	27	52
	15%	15%	**	**	**	15%	**	10%	20%
									a
Having new equipment installed by the new provider	86	75	**	**	**	76	**	31	51
	15%	15%	**	**	**	14%	**	11%	20%
									a
Getting a better deal with your previous provider	71	61	**	**	**	65	**	27	37
	12%	12%	**	**	**	12%	**	9%	14%

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Your previous provider trying to persuade you to stay	67	58	**	**	**	63	**	21	42
	11%	11%	**	**	**	12%	**	7%	16%
									a
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	58	53	**	**	**	54	**	26	29
	10%	10%	**	**	**	10%	**	9%	11%
Paying the charge to exit your contract early	57	53	**	**	**	52	**	25	29
	10%	10%	**	**	**	10%	**	9%	11%
Returning your previous provider's equipment	45	38	**	**	**	42	**	13	28
	8%	8%	**	**	**	8%	**	5%	11%
									a
Other devices or products you own not working with the new service	38	34	**	**	**	34	**	17	18
	7%	7%	**	**	**	6%	**	6%	7%
Resolving billing issues with your previous provider	32	30	**	**	**	31	**	14	17
	6%	6%	**	**	**	6%	**	5%	7%
Paying a disconnection charge to your previous provider	25	21	**	**	**	23	**	11	11
	4%	4%	**	**	**	4%	**	4%	4%
Unlocking your handset to take it with you	24	21	**	**	**	20	**	11	10
	4%	4%	**	**	**	4%	**	4%	4%

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	16	13	**	**	**	14	**	10	5
	3%	3%	**	**	**	3%	**	4%	2%
NONE OF THESE	66	63	**	**	**	64	**	54	11
	11%	12%	**	**	**	12%	**	19%	4%
								b	

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	b	~c	a	b	~c
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Base	289	109	219	44	65	31	59	19	110	83	27
Comparing what different providers are offering	30	11	18	**	9	**	**	**	**	**	**
	10%	10%	8%	**	13%	**	**	**	**	**	**
Base	582	181	422	73	107	44	94	42	241	180	61
Understanding the relevant steps required to switch provider	95	17	61	**	15	**	4	**	43	34	**
	16%	10%	14%	**	14%	**	4%	**	18%	19%	**
Base	582	181	422	73	107	44	94	42	241	180	61
Finding time to research the market	75	16	48	**	13	**	3	**	32	26	**
	13%	9%	11%	**	12%	**	3%	**	13%	14%	**
Base	582	181	422	73	107	44	94	42	241	180	61
Contacting your previous provider	117	29	83	**	19	**	14	**	55	38	**
	20%	16%	20%	**	18%	**	15%	**	23%	21%	**
Base	189	65	128	19	46	24	27	14	63	51	13
Your previous provider trying to persuade you to stay	43	**	29	**	**	**	**	**	**	**	**
	23%	**	22%	**	**	**	**	**	**	**	**
Base	225	92	167	32	60	27	43	22	75	63	12
Getting a better deal with your previous provider	103	48	87	**	**	**	**	**	**	**	**
	46%	52%	52%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Base	582	181	422	73	107	44	94	42	241	180	61
Contacting your new provider	88	19	54	**	14	**	3	**	34	26	**
	15%	11%	13%	**	13%	**	3%	**	14%	14%	**
Base	582	181	422	73	107	44	94	42	241	180	61
Cancelling your previous service	101	25	67	**	22	**	9	**	42	27	**
	17%	14%	16%	**	20%	**	9%	**	17%	15%	**
Base	180	-	180	-	-	-	-	-	180	180	-
Keeping/ transferring your phone number	25	**	25	**	**	**	**	**	25	25	**
	14%	**	14%	**	**	**	**	**	14%	14%	**
Base	93	13	54	2	12	5	3	5	41	34	7
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	259	88	189	37	51	24	47	17	101	79	22
Setting up a new online account	34	8	23	**	**	**	**	**	**	**	**
	13%	9%	12%	**	**	**	**	**	**	**	**
Base	52	-	52	-	-	-	-	-	52	36	16
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	253	82	169	25	57	25	41	16	88	67	20
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Getting the switch to happen on the date you wanted	55	12	31	**	10	**	3	**	19	14	**
	22%	15%	18%	**	18%	**	8%	**	21%	21%	**
Base	161	86	86	19	66	30	35	21	-	-	-
Having new equipment installed by the new provider	40	12	12	**	10	**	**	**	**	**	**
	25%	14%	14%	**	15%	**	**	**	**	**	**
Base	158	82	82	43	40	18	53	11	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	26	8	8	**	**	**	**	**	**	**	**
	16%	10%	10%	**	**	**	**	**	**	**	**
Base	582	181	422	73	107	44	94	42	241	180	61
Arranging the switch so that you always had access to your services	107	24	62	**	19	**	7	**	38	26	**
	18%	13%	15%	**	18%	**	8%	**	16%	14%	**
Base	582	181	422	73	107	44	94	42	241	180	61
Arranging the switch so that you were not paying for your old and new services at the same time	120	21	77	**	17	**	9	**	56	41	**
	21%	11%	18%	**	16%	**	9%	**	23%	23%	**
			a								
Base	117	56	56	16	40	18	20	18	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	31	8	8	**	7	**	1	**	-	-	**
	27%	14%	14%	**	17%	**	3%	**	-%	-%	**
Base	67	-	67	-	-	-	-	-	67	52	15
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	118	53	53	13	40	18	26	9	-	-	-
Returning your previous provider's equipment	30	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
Base	132	22	80	6	16	9	4	9	58	44	14
Other devices or products you own not working with the new service	37	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Base	147	34	82	12	23	14	14	6	48	35	13
Resolving billing issues with your previous provider	60	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**
Base	85	30	30	8	22	6	11	13	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Paying a disconnection charge to your previous provider	24	8	8	**	8	**	1	**	-	-	**
	28%	28%	28%	**	38%	**	11%	**	-%	-%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Base	289	17	42	50	32	18	4	20	50	-	-	-	-	-	-	-
Comparing what different providers are offering	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	95	**	**	20	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	16%	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Finding time to research the market	75	**	**	13	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	11%	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Contacting your previous provider	117	**	**	24	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	20%	**	**	**	**	**	**	**	**	**	**	**	**
Base	189	9	23	31	25	6	1	10	50	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	43	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	225	13	23	40	31	9	1	9	49	-	-	-	-	-	-	-
Getting a better deal with your previous provider	103	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Contacting your new provider	88	**	**	16	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	13%	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Cancelling your previous service	101	**	**	24	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	20%	**	**	**	**	**	**	**	**	**	**	**	**
Base	180	44	47	89	89	-	-	-	-	-	-	-	-	-	-	-
Keeping/ transferring your phone number	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	93	21	4	16	13	3	3	4	35	-	-	-	-	-	-	-
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	259	17	30	54	39	15	4	13	57	-	-	-	-	-	-	-
Setting up a new online account	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	52	8	10	34	19	15	-	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	253	22	16	49	38	12	4	13	71	-	-	-	-	-	-	-

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	55	**	**	7	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	15%	**	**	**	**	**	**	**	**	**	**	**	**
Base	161	-	-	-	-	-	-	14	61	-	-	-	-	-	-	-
Having new equipment installed by the new provider	40	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	158	-	-	-	-	-	-	15	61	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	107	**	**	23	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	120	**	**	27	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	21%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Base	117	-	-	-	-	-	-	4	57	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	67	29	4	34	25	10	4	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	118	-	-	-	-	-	-	13	52	-	-	-	-	-	-	-
Returning your previous provider's equipment	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	132	23	1	34	23	11	3	7	46	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	37	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	147	16	7	24	17	7	3	9	57	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	60	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Base	85	-	-	-	-	-	-	3	52	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Base	289	-	-	133	155	200	73	15	134	91	37	25	225	62
Comparing what different providers are offering	30	**	**	19	11	24	**	**	17	**	**	**	23	**
	10%	**	**	14%	7%	12%	**	**	13%	**	**	**	10%	**
				b										
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Understanding the relevant steps required to switch provider	95	**	**	57	38	85	9	**	53	19	**	**	72	23
	16%	**	**	21%	12%	20%	8%	**	21%	11%	**	**	17%	15%
				b		b			b					
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Finding time to research the market	75	**	**	42	34	63	12	**	49	14	**	**	63	12
	13%	**	**	15%	11%	14%	10%	**	19%	8%	**	**	15%	8%
									bf				bf	
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Contacting your previous provider	117	**	**	58	58	94	21	**	67	24	**	**	91	26
	20%	**	**	21%	19%	22%	18%	**	26%	14%	**	**	21%	17%
									bf				b	
Base	189	-	-	105	84	138	42	8	97	53	21	17	150	39
Your previous provider trying to persuade you to stay	43	**	**	29	**	32	**	**	**	**	**	**	32	**
	23%	**	**	28%	**	23%	**	**	**	**	**	**	22%	**
Base	225	-	-	117	108	153	59	14	109	64	30	23	173	52
Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f														

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Getting a better deal with your previous provider	103	**	**	53	50	61	33	**	50	26	**	**	76	27
	46%	**	**	45%	46%	40%	56%	**	46%	40%	**	**	44%	52%
							a							b
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Contacting your new provider	88	**	**	51	35	78	8	**	53	18	**	**	71	17
	15%	**	**	19%	11%	18%	7%	**	21%	11%	**	**	17%	11%
				b		b			bf					
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Cancelling your previous service	101	**	**	56	44	84	16	**	54	22	**	**	77	24
	17%	**	**	21%	14%	19%	14%	**	21%	13%	**	**	18%	15%
				b					b					
Base	180	-	-	79	100	131	35	14	84	53	23	19	137	43
Keeping/ transferring your phone number	25	**	**	**	**	25	**	**	**	**	**	**	23	**
	14%	**	**	**	**	19%	**	**	**	**	**	**	17%	**
Base	93	-	-	48	45	82	9	2	57	19	9	9	75	18
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	259	-	-	118	141	188	55	16	112	91	26	29	203	55
Setting up a new online account	34	**	**	20	14	29	**	**	18	**	**	**	26	**
	13%	**	**	17%	10%	16%	**	**	16%	**	**	**	13%	**
Base	52	-	-	20	31	43	6	3	27	9	8	8	35	16

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Unlocking your handset to take it with you	10	**	**	5	4	10	-	**	7	2	**	**	10	-
	19%	**	**	24%	12%	22%	-%	**	27%	27%	**	**	27%	-%
				b		b			f	f			f	
Base	253	-	-	129	124	191	55	6	120	71	34	26	191	60
Getting the switch to happen on the date you wanted	55	**	**	36	19	44	**	**	32	**	**	**	41	**
	22%	**	**	28%	15%	23%	**	**	26%	**	**	**	21%	**
				b										
Base	161	-	-	84	76	129	29	3	76	48	25	11	124	36
Having new equipment installed by the new provider	40	**	**	**	**	32	**	**	**	**	**	**	35	**
	25%	**	**	**	**	25%	**	**	**	**	**	**	28%	**
Base	158	-	-	79	79	105	43	10	69	52	21	15	121	36
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	26	**	**	**	**	20	**	**	**	**	**	**	22	**
	16%	**	**	**	**	19%	**	**	**	**	**	**	18%	**
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Arranging the switch so that you always had access to your services	107	**	**	52	55	90	16	**	59	29	**	**	88	19
	18%	**	**	19%	18%	21%	14%	**	23%	17%	**	**	21%	12%
									f				f	
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f														

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

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	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Arranging the switch so that you were not paying for your old and new services at the same time	120 21%	** **	** **	68 25% b	51 16%	102 23%	18 15%	** **	67 26% bf	25 15%	** **	** **	93 22%	27 17%
Base	117	-	-	62	55	89	23	5	46	47	13	11	93	24
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	31 27%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	67	-	-	33	33	60	6	-	36	14	8	9	50	17
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	118	-	-	61	57	89	26	4	45	47	17	8	92	25
Returning your previous provider's equipment	30 25%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	132	-	-	67	64	115	16	2	72	33	20	7	105	27
Other devices or products you own not working with the new service	37 28%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	147	-	-	83	63	119	26	2	83	34	12	18	117	30

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Resolving billing issues with your previous provider	60	**	**	35	25	47	12	**	34	10	**	**	44	16
	41%	**	**	42%	40%	40%	46%	**	41%	29%	**	**	37%	54%
									b					abe
Base	85	-	-	53	32	74	9	2	42	23	14	7	65	20
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Base	289	257	18	6	8	265	23	119	153
Comparing what different providers are offering	30	29	**	**	**	28	**	24	6
	10%	11%	**	**	**	11%	**	20%	4%
								b	
Base	582	511	39	21	11	529	53	284	260
Understanding the relevant steps required to switch provider	95	86	**	**	**	92	**	76	15
	16%	17%	**	**	**	17%	**	27%	6%
								b	
Base	582	511	39	21	11	529	53	284	260
Finding time to research the market	75	70	**	**	**	71	**	56	17
	13%	14%	**	**	**	13%	**	20%	7%
								b	
Base	582	511	39	21	11	529	53	284	260
Contacting your previous provider	117	101	**	**	**	112	**	89	28
	20%	20%	**	**	**	21%	**	31%	11%
								b	
Base	189	164	13	7	5	174	15	94	88
Your previous provider trying to persuade you to stay	43	39	**	**	**	40	**	**	**
	23%	24%	**	**	**	23%	**	**	**
Base	225	199	15	8	4	200	25	107	107

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Getting a better deal with your previous provider	103	89	**	**	**	91	**	54	48
	46%	45%	**	**	**	46%	**	50%	45%
Base	582	511	39	21	11	529	53	284	260
Contacting your new provider	88	80	**	**	**	87	**	74	13
	15%	16%	**	**	**	16%	**	26% b	5%
Base	582	511	39	21	11	529	53	284	260
Cancelling your previous service	101	90	**	**	**	97	**	71	25
	17%	18%	**	**	**	18%	**	25% b	10%
Base	180	161	12	3	5	166	14	91	80
Keeping/ transferring your phone number	25	22	**	**	**	23	**	**	**
	14%	14%	**	**	**	14%	**	**	**
Base	93	83	5	3	2	87	7	58	33
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	259	230	18	7	4	239	19	115	128
Setting up a new online account	34	29	**	**	**	34	**	29	5
	13%	13%	**	**	**	14%	**	25% b	4%
Base	52	45	2	1	4	46	6	31	14

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Unlocking your handset to take it with you	10	8	**	**	**	10	**	10	-
	19%	19%	**	**	**	21%	**	31%	-%
								b	
Base	253	215	24	9	5	234	19	123	115
Getting the switch to happen on the date you wanted	55	51	**	**	**	53	**	39	15
	22%	24%	**	**	**	23%	**	32%	13%
								b	
Base	161	143	11	6	1	148	13	79	73
Having new equipment installed by the new provider	40	34	**	**	**	40	**	**	**
	25%	24%	**	**	**	27%	**	**	**
Base	158	137	10	7	4	148	10	71	76
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	26	24	**	**	**	25	**	**	**
	16%	18%	**	**	**	17%	**	**	**
Base	582	511	39	21	11	529	53	284	260
Arranging the switch so that you always had access to your services	107	100	**	**	**	102	**	80	23
	18%	20%	**	**	**	19%	**	28%	9%
								b	
Base	582	511	39	21	11	529	53	284	260
Columns Tested: a,b,c,d - a,b - a,b									

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Arranging the switch so that you were not paying for your old and new services at the same time	120	111	**	**	**	114	**	84	31
	21%	22%	**	**	**	22%	**	30% b	12%
Base	117	101	11	5	-	111	6	63	49
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	31	26	**	**	**	31	**	**	**
	27%	26%	**	**	**	28%	**	**	**
Base	67	60	4	1	1	62	5	51	13
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	118	103	9	4	2	109	9	50	59
Returning your previous provider's equipment	30	27	**	**	**	30	**	**	**
	25%	26%	**	**	**	27%	**	**	**
Base	132	121	8	3	-	125	8	93	35
Other devices or products you own not working with the new service	37	34	**	**	**	36	**	**	**
	28%	29%	**	**	**	29%	**	**	**
Base	147	133	7	6	2	141	7	92	50

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Resolving billing issues with your previous provider	60	55	**	**	**	57	**	43	14
	41%	42%	**	**	**	41%	**	47% b	29%
Base	85	75	4	6	1	83	2	52	27
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	b	~c	a	b	~c
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Base	289	109	219	44	65	31	59	19	110	83	27
Comparing what different providers are offering	67	21	48	**	15	**	**	**	**	**	**
	23%	19%	22%	**	24%	**	**	**	**	**	**
Base	582	181	422	73	107	44	94	42	241	180	61
Understanding the relevant steps required to switch provider	166	42	115	**	30	**	18	**	73	49	**
	29%	23%	27%	**	28%	**	19%	**	30%	27%	**
Base	582	181	422	73	107	44	94	42	241	180	61
Finding time to research the market	158	33	95	**	21	**	15	**	62	44	**
	27%	18%	23%	**	19%	**	15%	**	26%	24%	**
Base	582	181	422	73	107	44	94	42	241	180	61
Contacting your previous provider	153	39	90	**	30	**	15	**	51	36	**
	26%	22%	21%	**	27%	**	16%	**	21%	20%	**
Base	189	65	128	19	46	24	27	14	63	51	13
Your previous provider trying to persuade you to stay	79	**	53	**	**	**	**	**	**	**	**
	42%	**	41%	**	**	**	**	**	**	**	**
Base	225	92	167	32	60	27	43	22	75	63	12
Getting a better deal with your previous provider	51	19	30	**	**	**	**	**	**	**	**
	23%	20%	18%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Base	582	181	422	73	107	44	94	42	241	180	61
Contacting your new provider	129	19	81	**	13	**	7	**	62	45	**
	22%	10%	19%	**	12%	**	7%	**	26%	25%	**
Base	582	181	422	73	107	44	94	42	241	180	61
Cancelling your previous service	199	61	135	**	42	**	26	**	74	47	**
	34%	34%	32%	**	39%	**	28%	**	31%	26%	**
Base	180	-	180	-	-	-	-	-	180	180	-
Keeping/ transferring your phone number	61	**	61	**	**	**	**	**	61	61	**
	34%	**	34%	**	**	**	**	**	34%	34%	**
Base	93	13	54	2	12	5	3	5	41	34	7
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	259	88	189	37	51	24	47	17	101	79	22
Setting up a new online account	54	12	34	**	**	**	**	**	**	**	**
	21%	14%	18%	**	**	**	**	**	**	**	**
Base	52	-	52	-	-	-	-	-	52	36	16
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	253	82	169	25	57	25	41	16	88	67	20

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Getting the switch to happen on the date you wanted	83	22	55	**	14	**	12	**	33	23	**
	33%	27%	32%	**	24%	**	29%	**	38%	35%	**
Base	161	86	86	19	66	30	35	21	-	-	-
Having new equipment installed by the new provider	35	15	15	**	12	**	**	**	**	**	**
	22%	18%	18%	**	18%	**	**	**	**	**	**
Base	158	82	82	43	40	18	53	11	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	45	16	16	**	**	**	**	**	**	**	**
	29%	20%	20%	**	**	**	**	**	**	**	**
Base	582	181	422	73	107	44	94	42	241	180	61
Arranging the switch so that you always had access to your services	170	39	109	**	25	**	16	**	70	54	**
	29%	22%	26%	**	23%	**	17%	**	29%	30%	**
Base	582	181	422	73	107	44	94	42	241	180	61
Arranging the switch so that you were not paying for your old and new services at the same time	174	52	117	**	36	**	21	**	65	45	**
	30%	29%	28%	**	34%	**	22%	**	27%	25%	**
Base	117	56	56	16	40	18	20	18	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

Any break column with 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/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	28	17	17	**	13	**	6	**	-	-	**
	24%	31%	31%	**	32%	**	29%	**	-%	-%	**
Base	67	-	67	-	-	-	-	-	67	52	15
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	118	53	53	13	40	18	26	9	-	-	-
Returning your previous provider's equipment	43	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**
Base	132	22	80	6	16	9	4	9	58	44	14
Other devices or products you own not working with the new service	57	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**
Base	147	34	82	12	23	14	14	6	48	35	13
Resolving billing issues with your previous provider	55	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**
Base	85	30	30	8	22	6	11	13	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Paying a disconnection charge to your previous provider	36	13	13	**	9	**	5	**	-	-	**
	43%	44%	44%	**	40%	**	44%	**	-%	-%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Base	289	17	42	50	32	18	4	20	50	-	-	-	-	-	-	-
Comparing what different providers are offering	67	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	166	**	**	41	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	33%	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Finding time to research the market	158	**	**	34	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	27%	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Contacting your previous provider	153	**	**	22	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**
Base	189	9	23	31	25	6	1	10	50	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	79	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	225	13	23	40	31	9	1	9	49	-	-	-	-	-	-	-
Getting a better deal with your previous provider	51	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Contacting your new provider	129	**	**	33	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	26%	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Cancelling your previous service	199	**	**	34	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	27%	**	**	**	**	**	**	**	**	**	**	**	**
Base	180	44	47	89	89	-	-	-	-	-	-	-	-	-	-	-
Keeping/ transferring your phone number	61	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	93	21	4	16	13	3	3	4	35	-	-	-	-	-	-	-
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	259	17	30	54	39	15	4	13	57	-	-	-	-	-	-	-
Setting up a new online account	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	52	8	10	34	19	15	-	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	253	22	16	49	38	12	4	13	71	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	83	**	**	19	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	39%	**	**	**	**	**	**	**	**	**	**	**	**
Base	161	-	-	-	-	-	-	14	61	-	-	-	-	-	-	-
Having new equipment installed by the new provider	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	158	-	-	-	-	-	-	15	61	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	170	**	**	27	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	21%	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	174	**	**	34	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	27%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Base	117	-	-	-	-	-	-	4	57	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	67	29	4	34	25	10	4	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	118	-	-	-	-	-	-	13	52	-	-	-	-	-	-	-
Returning your previous provider's equipment	43	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	132	23	1	34	23	11	3	7	46	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	57	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	147	16	7	24	17	7	3	9	57	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	55	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Base	85	-	-	-	-	-	-	3	52	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Base	289	-	-	133	155	200	73	15	134	91	37	25	225	62
Comparing what different providers are offering	67	**	**	33	34	58	**	**	39	**	**	**	59	**
	23%	**	**	25%	22%	29%	**	**	29%	**	**	**	26%	**
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Understanding the relevant steps required to switch provider	166	**	**	86	78	143	19	**	79	49	**	**	128	37
	29%	**	**	32%	25%	33%	16%	**	31%	29%	**	**	30%	24%
						b								
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Finding time to research the market	158	**	**	83	75	141	15	**	69	50	**	**	118	40
	27%	**	**	30%	24%	32%	13%	**	27%	29%	**	**	28%	26%
						b								
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Contacting your previous provider	153	**	**	74	79	130	15	**	68	46	**	**	114	39
	26%	**	**	27%	26%	30%	13%	**	27%	27%	**	**	27%	25%
						b								
Base	189	-	-	105	84	138	42	8	97	53	21	17	150	39
Your previous provider trying to persuade you to stay	79	**	**	34	**	65	**	**	**	**	**	**	66	**
	42%	**	**	33%	**	47%	**	**	**	**	**	**	44%	**
Base	225	-	-	117	108	153	59	14	109	64	30	23	173	52

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Getting a better deal with your previous provider	51	**	**	33	18	40	8	**	27	17	**	**	44	7
	23%	**	**	28%	17%	26%	13%	**	25%	27%	**	**	26%	13%
				b		b			f	f			f	
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Contacting your new provider	129	**	**	68	61	107	18	**	74	31	**	**	105	24
	22%	**	**	25%	20%	25%	16%	**	29%	19%	**	**	25%	15%
						b			bf				f	
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Cancelling your previous service	199	**	**	92	107	172	23	**	86	63	**	**	149	49
	34%	**	**	34%	35%	39%	20%	**	34%	37%	**	**	35%	31%
						b								
Base	180	-	-	79	100	131	35	14	84	53	23	19	137	43
Keeping/ transferring your phone number	61	**	**	**	**	48	**	**	**	**	**	**	47	**
	34%	**	**	**	**	37%	**	**	**	**	**	**	34%	**
Base	93	-	-	48	45	82	9	2	57	19	9	9	75	18
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	259	-	-	118	141	188	55	16	112	91	26	29	203	55
Setting up a new online account	54	**	**	22	32	41	**	**	26	**	**	**	45	**
	21%	**	**	19%	23%	22%	**	**	24%	**	**	**	22%	**
Base	52	-	-	20	31	43	6	3	27	9	8	8	35	16

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Unlocking your handset to take it with you	19	**	**	8	11	16	3	**	9	5	**	**	14	5
	36%	**	**	38%	36%	37%	41%	**	32%	58%	**	**	38%	33%
										aef				
Base	253	-	-	129	124	191	55	6	120	71	34	26	191	60
Getting the switch to happen on the date you wanted	83	**	**	42	41	70	**	**	42	**	**	**	68	**
	33%	**	**	32%	33%	37%	**	**	35%	**	**	**	36%	**
Base	161	-	-	84	76	129	29	3	76	48	25	11	124	36
Having new equipment installed by the new provider	35	**	**	**	**	32	**	**	**	**	**	**	27	**
	22%	**	**	**	**	25%	**	**	**	**	**	**	22%	**
Base	158	-	-	79	79	105	43	10	69	52	21	15	121	36
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	45	**	**	**	**	40	**	**	**	**	**	**	41	**
	29%	**	**	**	**	38%	**	**	**	**	**	**	33%	**
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Arranging the switch so that you always had access to your services	170	**	**	82	87	148	19	**	77	53	**	**	129	41
	29%	**	**	30%	28%	34%	17%	**	30%	31%	**	**	31%	26%
						b								
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f														

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Arranging the switch so that you were not paying for your old and new services at the same time	174 30%	** **	** **	83 31%	90 29%	145 33% b	24 21%	** **	67 26%	63 37% a	** **	** **	130 31%	43 28%
Base	117	-	-	62	55	89	23	5	46	47	13	11	93	24
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	28 24%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	67	-	-	33	33	60	6	-	36	14	8	9	50	17
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	118	-	-	61	57	89	26	4	45	47	17	8	92	25
Returning your previous provider's equipment	43 37%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	132	-	-	67	64	115	16	2	72	33	20	7	105	27
Other devices or products you own not working with the new service	57 43%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	147	-	-	83	63	119	26	2	83	34	12	18	117	30

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Resolving billing issues with your previous provider	55	**	**	28	26	43	10	**	30	15	**	**	44	11
	37%	**	**	34%	41%	36%	40%	**	36%	43%	**	**	38%	36%
Base	85	-	-	53	32	74	9	2	42	23	14	7	65	20
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Base	289	257	18	6	8	265	23	119	153
Comparing what different providers are offering	67	60	**	**	**	62	**	28	37
	23%	23%	**	**	**	23%	**	23%	24%
Base	582	511	39	21	11	529	53	284	260
Understanding the relevant steps required to switch provider	166	144	**	**	**	148	**	89	62
	29%	28%	**	**	**	28%	**	31%	24%
Base	582	511	39	21	11	529	53	284	260
Finding time to research the market	158	138	**	**	**	150	**	100	48
	27%	27%	**	**	**	28%	**	35%	19%
								b	
Base	582	511	39	21	11	529	53	284	260
Contacting your previous provider	153	139	**	**	**	145	**	72	69
	26%	27%	**	**	**	27%	**	25%	27%
Base	189	164	13	7	5	174	15	94	88
Your previous provider trying to persuade you to stay	79	66	**	**	**	71	**	**	**
	42%	41%	**	**	**	41%	**	**	**
Base	225	199	15	8	4	200	25	107	107
Getting a better deal with your previous provider	51	48	**	**	**	44	**	26	22
	23%	24%	**	**	**	22%	**	25%	21%

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Base	582	511	39	21	11	529	53	284	260
Contacting your new provider	129	118	**	**	**	119	**	74	46
	22%	23%	**	**	**	22%	**	26% b	18%
Base	582	511	39	21	11	529	53	284	260
Cancelling your previous service	199	171	**	**	**	184	**	112	72
	34%	34%	**	**	**	35%	**	39% b	28%
Base	180	161	12	3	5	166	14	91	80
Keeping/ transferring your phone number	61	57	**	**	**	58	**	**	**
	34%	35%	**	**	**	35%	**	**	**
Base	93	83	5	3	2	87	7	58	33
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	259	230	18	7	4	239	19	115	128
Setting up a new online account	54	50	**	**	**	52	**	32	19
	21%	22%	**	**	**	22%	**	28% b	15%
Base	52	45	2	1	4	46	6	31	14
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Base	253	215	24	9	5	234	19	123	115
Getting the switch to happen on the date you wanted	83	73	**	**	**	77	**	45	34
	33%	34%	**	**	**	33%	**	37%	30%
Base	161	143	11	6	1	148	13	79	73
Having new equipment installed by the new provider	35	34	**	**	**	32	**	**	**
	22%	24%	**	**	**	22%	**	**	**
Base	158	137	10	7	4	148	10	71	76
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	45	38	**	**	**	45	**	**	**
	29%	28%	**	**	**	31%	**	**	**
Base	582	511	39	21	11	529	53	284	260
Arranging the switch so that you always had access to your services	170	154	**	**	**	157	**	95	64
	29%	30%	**	**	**	30%	**	34% b	25%
Base	582	511	39	21	11	529	53	284	260
Arranging the switch so that you were not paying for your old and new services at the same time	174	150	**	**	**	161	**	98	61
	30%	29%	**	**	**	30%	**	34% b	24%

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Base	117	101	11	5	-	111	6	63	49
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	28	21	**	**	**	26	**	**	**
	24%	21%	**	**	**	24%	**	**	**
Base	67	60	4	1	1	62	5	51	13
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	118	103	9	4	2	109	9	50	59
Returning your previous provider's equipment	43	38	**	**	**	38	**	**	**
	37%	37%	**	**	**	35%	**	**	**
Base	132	121	8	3	-	125	8	93	35
Other devices or products you own not working with the new service	57	52	**	**	**	55	**	**	**
	43%	43%	**	**	**	44%	**	**	**
Base	147	133	7	6	2	141	7	92	50
Resolving billing issues with your previous provider	55	48	**	**	**	52	**	**	**
	37%	36%	**	**	**	37%	**	**	**
Base	85	75	4	6	1	83	2	52	27

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Paying a disconnection charge to your previous provider	36	34	**	**	**	35	**	21	12
	43%	45%	**	**	**	43%	**	39%	45%

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	b	~c	a	b	~c
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Base	289	109	219	44	65	31	59	19	110	83	27
Comparing what different providers are offering	97	32	66	**	24	**	**	**	**	**	**
	33%	30%	30%	**	37%	**	**	**	**	**	**
Base	582	181	422	73	107	44	94	42	241	180	61
Understanding the relevant steps required to switch provider	262	59	175	**	45	**	22	**	116	83	**
	45%	33%	42%	**	42%	**	23%	**	48%	46%	**
		a									
Base	582	181	422	73	107	44	94	42	241	180	61
Finding time to research the market	234	49	143	**	34	**	18	**	94	70	**
	40%	27%	34%	**	32%	**	19%	**	39%	39%	**
Base	582	181	422	73	107	44	94	42	241	180	61
Contacting your previous provider	271	68	174	**	48	**	30	**	106	74	**
	47%	38%	41%	**	45%	**	31%	**	44%	41%	**
Base	189	65	128	19	46	24	27	14	63	51	13
Your previous provider trying to persuade you to stay	122	**	81	**	**	**	**	**	**	**	**
	65%	**	63%	**	**	**	**	**	**	**	**
Base	225	92	167	32	60	27	43	22	75	63	12
Getting a better deal with your previous provider	154	66	117	**	**	**	**	**	**	**	**
	68%	72%	70%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	b	~c	a	b	~c
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Base	582	181	422	73	107	44	94	42	241	180	61
Contacting your new provider	217	38	135	**	27	**	10	**	97	71	**
	37%	21%	32%	**	25%	**	11%	**	40%	40%	**
		a									
Base	582	181	422	73	107	44	94	42	241	180	61
Cancelling your previous service	300	86	202	**	64	**	35	**	116	74	**
	51%	47%	48%	**	60%	**	37%	**	48%	41%	**
Base	180	-	180	-	-	-	-	-	180	180	-
Keeping/ transferring your phone number	85	**	85	**	**	**	**	**	85	85	**
	47%	**	47%	**	**	**	**	**	47%	47%	**
Base	93	13	54	2	12	5	3	5	41	34	7
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	259	88	189	37	51	24	47	17	101	79	22
Setting up a new online account	87	20	57	**	**	**	**	**	**	**	**
	34%	23%	30%	**	**	**	**	**	**	**	**
Base	52	-	52	-	-	-	-	-	52	36	16
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	253	82	169	25	57	25	41	16	88	67	20

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Getting the switch to happen on the date you wanted	138	34	86	**	24	**	15	**	51	38	**
	54%	42%	51%	**	42%	**	37%	**	59%	56%	**
Base	161	86	86	19	66	30	35	21	-	-	-
Having new equipment installed by the new provider	75	27	27	**	22	**	**	**	**	**	**
	47%	32%	32%	**	33%	**	**	**	**	**	**
Base	158	82	82	43	40	18	53	11	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	71	24	24	**	**	**	**	**	**	**	**
	45%	30%	30%	**	**	**	**	**	**	**	**
Base	582	181	422	73	107	44	94	42	241	180	61
Arranging the switch so that you always had access to your services	277	63	171	**	44	**	23	**	108	80	**
	48%	35%	41%	**	41%	**	24%	**	45%	45%	**
Base	582	181	422	73	107	44	94	42	241	180	61
Arranging the switch so that you were not paying for your old and new services at the same time	294	73	194	**	54	**	29	**	121	87	**
	51%	40%	46%	**	50%	**	31%	**	50%	48%	**
Base	117	56	56	16	40	18	20	18	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	59	25	25	**	20	**	6	**	-	-	**
	50%	44%	44%	**	49%	**	32%	**	-%	-%	**
Base	67	-	67	-	-	-	-	-	67	52	15
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	118	53	53	13	40	18	26	9	-	-	-
Returning your previous provider's equipment	73	**	**	**	**	**	**	**	**	**	**
	62%	**	**	**	**	**	**	**	**	**	**
Base	132	22	80	6	16	9	4	9	58	44	14
Other devices or products you own not working with the new service	94	**	**	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**	**	**
Base	147	34	82	12	23	14	14	6	48	35	13
Resolving billing issues with your previous provider	115	**	**	**	**	**	**	**	**	**	**
	78%	**	**	**	**	**	**	**	**	**	**
Base	85	30	30	8	22	6	11	13	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Paying a disconnection charge to your previous provider	60	22	22	**	17	**	6	**	-	-	**
	71%	72%	72%	**	78%	**	54%	**	-%	-%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Base	289	17	42	50	32	18	4	20	50	-	-	-	-	-	-	-
Comparing what different providers are offering	97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	262	**	**	61	**	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	49%	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Finding time to research the market	234	**	**	47	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	38%	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Contacting your previous provider	271	**	**	47	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	37%	**	**	**	**	**	**	**	**	**	**	**	**
Base	189	9	23	31	25	6	1	10	50	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	122	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	65%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	225	13	23	40	31	9	1	9	49	-	-	-	-	-	-	-
Getting a better deal with your previous provider	154	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Contacting your new provider	217	**	**	49	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	39%	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Cancelling your previous service	300	**	**	58	**	**	**	**	**	**	**	**	**	**	**	**
	51%	**	**	47%	**	**	**	**	**	**	**	**	**	**	**	**
Base	180	44	47	89	89	-	-	-	-	-	-	-	-	-	-	-
Keeping/ transferring your phone number	85	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	93	21	4	16	13	3	3	4	35	-	-	-	-	-	-	-
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	259	17	30	54	39	15	4	13	57	-	-	-	-	-	-	-
Setting up a new online account	87	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	52	8	10	34	19	15	-	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	253	22	16	49	38	12	4	13	71	-	-	-	-	-	-	-

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	138	**	**	27	**	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	54%	**	**	**	**	**	**	**	**	**	**	**	**
Base	161	-	-	-	-	-	-	14	61	-	-	-	-	-	-	-
Having new equipment installed by the new provider	75	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	158	-	-	-	-	-	-	15	61	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	71	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	277	**	**	50	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	40%	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	294	**	**	60	**	**	**	**	**	**	**	**	**	**	**	**
	51%	**	**	49%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Base	117	-	-	-	-	-	-	4	57	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	59	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
50%	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	67	29	4	34	25	10	4	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	118	-	-	-	-	-	-	13	52	-	-	-	-	-	-	-
Returning your previous provider's equipment	73	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
62%	62%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	132	23	1	34	23	11	3	7	46	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	94	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
71%	71%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	147	16	7	24	17	7	3	9	57	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	115	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
78%	78%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Base	85	-	-	-	-	-	-	3	52	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Base	289	-	-	133	155	200	73	15	134	91	37	25	225	62
Comparing what different providers are offering	97	**	**	52	44	81	**	**	56	**	**	**	82	**
	33%	**	**	39%	28%	41%	**	**	42%	**	**	**	36%	**
				b										
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Understanding the relevant steps required to switch provider	262	**	**	143	117	229	28	**	132	68	**	**	200	60
	45%	**	**	53%	38%	53%	24%	**	52%	40%	**	**	47%	38%
				b		b			bf					
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Finding time to research the market	234	**	**	124	109	204	28	**	118	64	**	**	182	52
	40%	**	**	46%	35%	47%	24%	**	46%	38%	**	**	43%	34%
				b		b			f				f	
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Contacting your previous provider	271	**	**	132	138	224	37	**	136	69	**	**	205	65
	47%	**	**	49%	45%	51%	31%	**	53%	41%	**	**	48%	42%
				b		b			bf					
Base	189	-	-	105	84	138	42	8	97	53	21	17	150	39
Your previous provider trying to persuade you to stay	122	**	**	64	**	97	**	**	**	**	**	**	98	**
	65%	**	**	61%	**	70%	**	**	**	**	**	**	65%	**
Base	225	-	-	117	108	153	59	14	109	64	30	23	173	52

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Getting a better deal with your previous provider	154	**	**	86	68	101	41	**	77	43	**	**	120	34
	68%	**	**	73%	63%	66%	69%	**	71%	67%	**	**	69%	65%
				b										
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Contacting your new provider	217	**	**	118	96	185	26	**	127	49	**	**	176	41
	37%	**	**	44%	31%	42%	23%	**	50%	29%	**	**	42%	26%
				b		b			bef				bf	
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Cancelling your previous service	300	**	**	148	151	256	40	**	141	85	**	**	226	72
	51%	**	**	54%	49%	59%	34%	**	55%	50%	**	**	53%	47%
				b		b								
Base	180	-	-	79	100	131	35	14	84	53	23	19	137	43
Keeping/ transferring your phone number	85	**	**	**	**	73	**	**	**	**	**	**	70	**
	47%	**	**	**	**	55%	**	**	**	**	**	**	51%	**
Base	93	-	-	48	45	82	9	2	57	19	9	9	75	18
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	259	-	-	118	141	188	55	16	112	91	26	29	203	55
Setting up a new online account	87	**	**	42	46	70	**	**	44	**	**	**	71	**
	34%	**	**	35%	33%	38%	**	**	39%	**	**	**	35%	**
Base	52	-	-	20	31	43	6	3	27	9	8	8	35	16

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Unlocking your handset to take it with you	28	**	**	12	15	26	3	**	16	7	**	**	23	5
	54%	**	**	62%	48%	59%	41%	**	60%	85%	**	**	66%	33%
				b		b			f	aef			f	
Base	253	-	-	129	124	191	55	6	120	71	34	26	191	60
Getting the switch to happen on the date you wanted	138	**	**	78	60	115	**	**	74	**	**	**	109	**
	54%	**	**	60%	48%	60%	**	**	61%	**	**	**	57%	**
Base	161	-	-	84	76	129	29	3	76	48	25	11	124	36
Having new equipment installed by the new provider	75	**	**	**	**	64	**	**	**	**	**	**	62	**
	47%	**	**	**	**	50%	**	**	**	**	**	**	50%	**
Base	158	-	-	79	79	105	43	10	69	52	21	15	121	36
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	71	**	**	**	**	60	**	**	**	**	**	**	62	**
	45%	**	**	**	**	57%	**	**	**	**	**	**	51%	**
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Arranging the switch so that you always had access to your services	277	**	**	134	141	238	36	**	136	81	**	**	217	60
	48%	**	**	50%	46%	55%	30%	**	53%	48%	**	**	51%	39%
						b			f				f	
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Arranging the switch so that you were not paying for your old and new services at the same time	294	**	**	152	140	246	42	**	134	89	**	**	223	70
	51%	**	**	56% b	46%	56% b	36%	**	53%	52%	**	**	53%	45%
Base	117	-	-	62	55	89	23	5	46	47	13	11	93	24
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	59	**	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	67	-	-	33	33	60	6	-	36	14	8	9	50	17
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	118	-	-	61	57	89	26	4	45	47	17	8	92	25
Returning your previous provider's equipment	73	**	**	**	**	**	**	**	**	**	**	**	**	**
	62%	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	132	-	-	67	64	115	16	2	72	33	20	7	105	27
Other devices or products you own not working with the new service	94	**	**	**	**	**	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	147	-	-	83	63	119	26	2	83	34	12	18	117	30

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL													
	Total			GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Resolving billing issues with your previous provider	115	**	**	63	51	91	22	**	63	24	**	**	88	27
	78%	**	**	76%	81%	76%	86%	**	77%	72%	**	**	75%	90%
						a								abe
Base	85	-	-	53	32	74	9	2	42	23	14	7	65	20
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with 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/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Base	289	257	18	6	8	265	23	119	153
Comparing what different providers are offering	97	89	**	**	**	90	**	52	43
	33%	35%	**	**	**	34%	**	44%	28%
								b	
Base	582	511	39	21	11	529	53	284	260
Understanding the relevant steps required to switch provider	262	230	**	**	**	240	**	166	77
	45%	45%	**	**	**	45%	**	58%	30%
								b	
Base	582	511	39	21	11	529	53	284	260
Finding time to research the market	234	208	**	**	**	221	**	157	66
	40%	41%	**	**	**	42%	**	55%	25%
								b	
Base	582	511	39	21	11	529	53	284	260
Contacting your previous provider	271	239	**	**	**	257	**	161	97
	47%	47%	**	**	**	49%	**	57%	37%
								b	
Base	189	164	13	7	5	174	15	94	88
Your previous provider trying to persuade you to stay	122	106	**	**	**	111	**	**	**
	65%	65%	**	**	**	64%	**	**	**
Base	225	199	15	8	4	200	25	107	107

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Getting a better deal with your previous provider	154	137	**	**	**	135	**	80	70
	68%	69%	**	**	**	67%	**	75%	65%
								b	
Base	582	511	39	21	11	529	53	284	260
Contacting your new provider	217	198	**	**	**	206	**	148	59
	37%	39%	**	**	**	39%	**	52%	23%
								b	
Base	582	511	39	21	11	529	53	284	260
Cancelling your previous service	300	262	**	**	**	281	**	183	97
	51%	51%	**	**	**	53%	**	64%	37%
								b	
Base	180	161	12	3	5	166	14	91	80
Keeping/ transferring your phone number	85	79	**	**	**	82	**	**	**
	47%	49%	**	**	**	49%	**	**	**
Base	93	83	5	3	2	87	7	58	33
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	259	230	18	7	4	239	19	115	128
Setting up a new online account	87	80	**	**	**	86	**	61	24
	34%	35%	**	**	**	36%	**	53%	19%
								b	

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Base	52	45	2	1	4	46	6	31	14
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	253	215	24	9	5	234	19	123	115
Getting the switch to happen on the date you wanted	138	124	**	**	**	130	**	85	49
	54%	58%	**	**	**	56%	**	69%	43%
								b	
Base	161	143	11	6	1	148	13	79	73
Having new equipment installed by the new provider	75	67	**	**	**	72	**	**	**
	47%	47%	**	**	**	49%	**	**	**
Base	158	137	10	7	4	148	10	71	76
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	71	63	**	**	**	70	**	**	**
	45%	46%	**	**	**	47%	**	**	**
Base	582	511	39	21	11	529	53	284	260
Arranging the switch so that you always had access to your services	277	254	**	**	**	259	**	175	87
	48%	50%	**	**	**	49%	**	62%	33%
								b	

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Base	582	511	39	21	11	529	53	284	260
Arranging the switch so that you were not paying for your old and new services at the same time	294	260	**	**	**	275	**	182	92
	51%	51%	**	**	**	52%	**	64% b	36%
Base	117	101	11	5	-	111	6	63	49
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	59	48	**	**	**	57	**	**	**
	50%	47%	**	**	**	52%	**	**	**
Base	67	60	4	1	1	62	5	51	13
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	118	103	9	4	2	109	9	50	59
Returning your previous provider's equipment	73	65	**	**	**	68	**	**	**
	62%	63%	**	**	**	62%	**	**	**
Base	132	121	8	3	-	125	8	93	35
Other devices or products you own not working with the new service	94	87	**	**	**	90	**	**	**
	71%	72%	**	**	**	73%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	b
Significance Level: 95%									
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Base	147	133	7	6	2	141	7	92	50
Resolving billing issues with your previous provider	115	103	**	**	**	109	**	**	**
	78%	78%	**	**	**	78%	**	**	**
Base	85	75	4	6	1	83	2	52	27
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	b	~c	a	b	~c
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Base	289	109	219	44	65	31	59	19	110	83	27
Comparing what different providers are offering	192	77	153	**	41	**	**	**	**	**	**
	67%	70%	70%	**	63%	**	**	**	**	**	**
Base	582	181	422	73	107	44	94	42	241	180	61
Understanding the relevant steps required to switch provider	320	122	246	**	62	**	73	**	125	97	**
	55%	67%	58%	**	58%	**	77%	**	52%	54%	**
		b									
Base	582	181	422	73	107	44	94	42	241	180	61
Finding time to research the market	348	132	278	**	74	**	77	**	146	110	**
	60%	73%	66%	**	68%	**	81%	**	61%	61%	**
Base	582	181	422	73	107	44	94	42	241	180	61
Contacting your previous provider	311	113	248	**	59	**	65	**	135	106	**
	53%	62%	59%	**	55%	**	69%	**	56%	59%	**
Base	189	65	128	19	46	24	27	14	63	51	13
Your previous provider trying to persuade you to stay	67	**	47	**	**	**	**	**	**	**	**
	35%	**	37%	**	**	**	**	**	**	**	**
Base	225	92	167	32	60	27	43	22	75	63	12
Getting a better deal with your previous provider	71	26	51	**	**	**	**	**	**	**	**
	32%	28%	30%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Base	582	181	422	73	107	44	94	42	241	180	61
Contacting your new provider	365	143	287	**	80	**	84	**	144	109	**
	63%	79%	68%	**	75%	**	89%	**	60%	60%	**
Base	582	181	422	73	107	44	94	42	241	180	61
Cancelling your previous service	282	95	219	**	43	**	59	**	124	106	**
	49%	53%	52%	**	40%	**	63%	**	52%	59%	**
Base	180	-	180	-	-	-	-	-	180	180	-
Keeping/ transferring your phone number	95	**	95	**	**	**	**	**	95	95	**
	53%	**	53%	**	**	**	**	**	53%	53%	**
Base	93	13	54	2	12	5	3	5	41	34	7
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	259	88	189	37	51	24	47	17	101	79	22
Setting up a new online account	171	68	133	**	**	**	**	**	**	**	**
	66%	77%	70%	**	**	**	**	**	**	**	**
Base	52	-	52	-	-	-	-	-	52	36	16
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	253	82	169	25	57	25	41	16	88	67	20

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	b	~c	a	b	~c
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Getting the switch to happen on the date you wanted	115	48	84	**	33	**	26	**	36	30	**
	46%	58%	49%	**	58%	**	63%	**	41%	44%	**
Base	161	86	86	19	66	30	35	21	-	-	-
Having new equipment installed by the new provider	86	58	58	**	45	**	**	**	**	**	**
	53%	68%	68%	**	67%	**	**	**	**	**	**
Base	158	82	82	43	40	18	53	11	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	87	58	58	**	**	**	**	**	**	**	**
	55%	70%	70%	**	**	**	**	**	**	**	**
Base	582	181	422	73	107	44	94	42	241	180	61
Arranging the switch so that you always had access to your services	305	118	251	**	63	**	71	**	133	100	**
	52%	65%	59%	**	59%	**	76%	**	55%	55%	**
Base	582	181	422	73	107	44	94	42	241	180	61
Arranging the switch so that you were not paying for your old and new services at the same time	288	108	228	**	54	**	65	**	120	93	**
	49%	60%	54%	**	50%	**	69%	**	50%	52%	**
Base	117	56	56	16	40	18	20	18	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

Any break column with 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/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	58	31	31	**	20	**	13	**	-	-	**
	50%	56%	56%	**	51%	**	68%	**	-%	-%	**
Base	67	-	67	-	-	-	-	-	67	52	15
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	118	53	53	13	40	18	26	9	-	-	-
Returning your previous provider's equipment	45	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**
Base	132	22	80	6	16	9	4	9	58	44	14
Other devices or products you own not working with the new service	38	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
Base	147	34	82	12	23	14	14	6	48	35	13
Resolving billing issues with your previous provider	32	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Base	85	30	30	8	22	6	11	13	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	253	449	94	159	76	128	49	196	139	57
Effective Weighted Sample	512	246	412	93	154	76	125	49	195	139	57
Total	582	181	422	73	107	44	94	42	241	180	61
Paying a disconnection charge to your previous provider	25	8	8	**	5	**	5	**	-	-	**
	29%	28%	28%	**	22%	**	46%	**	-%	-%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

Any break column with 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/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Base	289	17	42	50	32	18	4	20	50	-	-	-	-	-	-	-
Comparing what different providers are offering	192	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	67%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	320	**	**	64	**	**	**	**	**	**	**	**	**	**	**	**
	55%	**	**	51%	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Finding time to research the market	348	**	**	77	**	**	**	**	**	**	**	**	**	**	**	**
	60%	**	**	62%	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Contacting your previous provider	311	**	**	78	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	63%	**	**	**	**	**	**	**	**	**	**	**	**
Base	189	9	23	31	25	6	1	10	50	-	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	67	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	225	13	23	40	31	9	1	9	49	-	-	-	-	-	-	-
Getting a better deal with your previous provider	71	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Contacting your new provider	365	**	**	76	**	**	**	**	**	**	**	**	**	**	**	**
	63%	**	**	61%	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Cancelling your previous service	282	**	**	66	**	**	**	**	**	**	**	**	**	**	**	**
	49%	**	**	53%	**	**	**	**	**	**	**	**	**	**	**	**
Base	180	44	47	89	89	-	-	-	-	-	-	-	-	-	-	-
Keeping/ transferring your phone number	95	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	93	21	4	16	13	3	3	4	35	-	-	-	-	-	-	-
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	259	17	30	54	39	15	4	13	57	-	-	-	-	-	-	-
Setting up a new online account	171	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	52	8	10	34	19	15	-	-	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	253	22	16	49	38	12	4	13	71	-	-	-	-	-	-	-

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	115	**	**	23	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	46%	**	**	**	**	**	**	**	**	**	**	**	**
Base	161	-	-	-	-	-	-	14	61	-	-	-	-	-	-	-
Having new equipment installed by the new provider	86	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	158	-	-	-	-	-	-	15	61	-	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	87	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	305	**	**	75	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	60%	**	**	**	**	**	**	**	**	**	**	**	**
Base	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	288	**	**	64	**	**	**	**	**	**	**	**	**	**	**	**
	49%	**	**	51%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Base	117	-	-	-	-	-	-	4	57	-	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	58	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
50%	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	67	29	4	34	25	10	4	-	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	118	-	-	-	-	-	-	13	52	-	-	-	-	-	-	-
Returning your previous provider's equipment	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
38%	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	132	23	1	34	23	11	3	7	46	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
29%	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	147	16	7	24	17	7	3	9	57	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
22%	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	47	47	102	69	33	13	35	83	-	-	-	-	-	-	-
Effective Weighted Sample	512	47	47	101	69	33	13	35	83	-	-	-	-	-	-	-
Total	582	58	58	125	89	35	14	30	130	-	-	-	-	-	-	-
Base	85	-	-	-	-	-	-	3	52	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Base	289	-	-	133	155	200	73	15	134	91	37	25	225	62
Comparing what different providers are offering	192	**	**	81	111	119	**	**	78	**	**	**	143	**
	67%	**	**	61%	72% a	59%	**	**	58%	**	**	**	64%	**
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Understanding the relevant steps required to switch provider	320	**	**	129	192	207	88	**	122	101	**	**	223	96
	55%	**	**	47%	62% a	47%	76% a	**	48%	60% a	**	**	53%	62% a
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Finding time to research the market	348	**	**	147	200	232	89	**	137	105	**	**	242	103
	60%	**	**	54%	65% a	53%	76% a	**	54%	62%	**	**	57%	66% ae
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Contacting your previous provider	311	**	**	140	170	212	80	**	119	100	**	**	218	90
	53%	**	**	51%	55%	49%	69% a	**	47%	59% a	**	**	52%	58% a
Base	189	-	-	105	84	138	42	8	97	53	21	17	150	39
Your previous provider trying to persuade you to stay	67	**	**	41	**	41	**	**	**	**	**	**	52	**
	35%	**	**	39%	**	30%	**	**	**	**	**	**	35%	**
Base	225	-	-	117	108	153	59	14	109	64	30	23	173	52
Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f														

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	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Getting a better deal with your previous provider	71	**	**	31	40	52	18	**	32	22	**	**	53	18
	32%	**	**	27%	37%	34%	31%	**	29%	33%	**	**	31%	35%
					a									
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Contacting your new provider	365	**	**	153	212	251	90	**	128	120	**	**	247	114
	63%	**	**	56%	69%	58%	77%	**	50%	71%	**	**	58%	74%
					a		a			ae			a	ae
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Cancelling your previous service	282	**	**	124	157	180	77	**	114	84	**	**	198	83
	49%	**	**	46%	51%	41%	66%	**	45%	50%	**	**	47%	53%
							a							
Base	180	-	-	79	100	131	35	14	84	53	23	19	137	43
Keeping/ transferring your phone number	95	**	**	**	**	58	**	**	**	**	**	**	67	**
	53%	**	**	**	**	45%	**	**	**	**	**	**	49%	**
Base	93	-	-	48	45	82	9	2	57	19	9	9	75	18
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	259	-	-	118	141	188	55	16	112	91	26	29	203	55
Setting up a new online account	171	**	**	76	95	117	**	**	68	**	**	**	132	**
	66%	**	**	65%	67%	62%	**	**	61%	**	**	**	65%	**
Base	52	-	-	20	31	43	6	3	27	9	8	8	35	16

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Unlocking your handset to take it with you	24	**	**	8	16	18	4	**	11	1	**	**	12	11
	46%	**	**	38%	52%	41%	59%	**	40%	15%	**	**	34%	67%
					a		a		b				b	abe
Base	253	-	-	129	124	191	55	6	120	71	34	26	191	60
Getting the switch to happen on the date you wanted	115	**	**	51	64	77	**	**	47	**	**	**	82	**
	46%	**	**	40%	52%	40%	**	**	39%	**	**	**	43%	**
Base	161	-	-	84	76	129	29	3	76	48	25	11	124	36
Having new equipment installed by the new provider	86	**	**	**	**	64	**	**	**	**	**	**	62	**
	53%	**	**	**	**	50%	**	**	**	**	**	**	50%	**
Base	158	-	-	79	79	105	43	10	69	52	21	15	121	36
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	87	**	**	**	**	45	**	**	**	**	**	**	59	**
	55%	**	**	**	**	43%	**	**	**	**	**	**	49%	**
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Arranging the switch so that you always had access to your services	305	**	**	137	167	198	81	**	119	88	**	**	206	96
	52%	**	**	50%	54%	45%	70%	**	47%	52%	**	**	49%	61%
							a							ae
Base	582	-	-	272	308	436	117	30	254	169	79	76	423	155

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Arranging the switch so that you were not paying for your old and new services at the same time	288 49%	** **	** **	120 44%	168 54% a	190 44%	74 64% a	** **	120 47%	80 48%	** **	** **	201 47%	85 55%
Base	117	-	-	62	55	89	23	5	46	47	13	11	93	24
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	58 50%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	67	-	-	33	33	60	6	-	36	14	8	9	50	17
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	118	-	-	61	57	89	26	4	45	47	17	8	92	25
Returning your previous provider's equipment	45 38%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	132	-	-	67	64	115	16	2	72	33	20	7	105	27
Other devices or products you own not working with the new service	38 29%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	147	-	-	83	63	119	26	2	83	34	12	18	117	30

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted total	567	-	-	265	300	412	125	30	247	164	77	75	411	152
Effective Weighted Sample	512	-	-	239	271	373	113	27	222	148	70	69	370	139
Total	582	-	-	272	308	436	117	30	254	169	79	76	423	155
Resolving billing issues with your previous provider	32	**	**	20	12	28	4	**	19	10	**	**	29	3
	22%	**	**	24%	19%	24%	14%	**	23%	28%	**	**	25%	10%
						b			f	f			f	
Base	85	-	-	53	32	74	9	2	42	23	14	7	65	20
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Base	289	257	18	6	8	265	23	119	153
Comparing what different providers are offering	192	168	**	**	**	175	**	67	110
	67%	65%	**	**	**	66%	**	56%	72%
								a	
Base	582	511	39	21	11	529	53	284	260
Understanding the relevant steps required to switch provider	320	281	**	**	**	289	**	118	183
	55%	55%	**	**	**	55%	**	42%	70%
								a	
Base	582	511	39	21	11	529	53	284	260
Finding time to research the market	348	303	**	**	**	307	**	127	194
	60%	59%	**	**	**	58%	**	45%	75%
								a	
Base	582	511	39	21	11	529	53	284	260
Contacting your previous provider	311	271	**	**	**	272	**	123	163
	53%	53%	**	**	**	51%	**	43%	63%
								a	
Base	189	164	13	7	5	174	15	94	88
Your previous provider trying to persuade you to stay	67	58	**	**	**	63	**	**	**
	35%	35%	**	**	**	36%	**	**	**
Base	225	199	15	8	4	200	25	107	107

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Getting a better deal with your previous provider	71	61	**	**	**	65	**	27	37
	32%	31%	**	**	**	33%	**	25%	35%
									a
Base	582	511	39	21	11	529	53	284	260
Contacting your new provider	365	313	**	**	**	323	**	136	201
	63%	61%	**	**	**	61%	**	48%	77%
									a
Base	582	511	39	21	11	529	53	284	260
Cancelling your previous service	282	249	**	**	**	248	**	101	163
	49%	49%	**	**	**	47%	**	36%	63%
									a
Base	180	161	12	3	5	166	14	91	80
Keeping/ transferring your phone number	95	82	**	**	**	84	**	**	**
	53%	51%	**	**	**	51%	**	**	**
Base	93	83	5	3	2	87	7	58	33
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	259	230	18	7	4	239	19	115	128
Setting up a new online account	171	150	**	**	**	154	**	54	105
	66%	65%	**	**	**	64%	**	47%	81%
									a

Columns Tested: a,b,c,d - a,b - a,b

Any break column with 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/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Base	52	45	2	1	4	46	6	31	14
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	253	215	24	9	5	234	19	123	115
Getting the switch to happen on the date you wanted	115	91	**	**	**	104	**	38	66
	46%	42%	**	**	**	44%	**	31%	57%
									a
Base	161	143	11	6	1	148	13	79	73
Having new equipment installed by the new provider	86	75	**	**	**	76	**	**	**
	53%	53%	**	**	**	51%	**	**	**
Base	158	137	10	7	4	148	10	71	76
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	87	75	**	**	**	78	**	**	**
	55%	54%	**	**	**	53%	**	**	**
Base	582	511	39	21	11	529	53	284	260
Arranging the switch so that you always had access to your services	305	256	**	**	**	269	**	109	173
	52%	50%	**	**	**	51%	**	38%	67%
									a

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Base	582	511	39	21	11	529	53	284	260
Arranging the switch so that you were not paying for your old and new services at the same time	288	251	**	**	**	253	**	102	168
	49%	49%	**	**	**	48%	**	36%	64%
									a
Base	117	101	11	5	-	111	6	63	49
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	58	53	**	**	**	54	**	**	**
	50%	53%	**	**	**	48%	**	**	**
Base	67	60	4	1	1	62	5	51	13
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	118	103	9	4	2	109	9	50	59
Returning your previous provider's equipment	45	38	**	**	**	42	**	**	**
	38%	37%	**	**	**	38%	**	**	**
Base	132	121	8	3	-	125	8	93	35
Other devices or products you own not working with the new service	38	34	**	**	**	34	**	**	**
	29%	28%	**	**	**	27%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	b
Significance Level: 95%									
Unweighted total	567	495	38	22	12	510	57	267	262
Effective Weighted Sample	512	447	34	20	11	460	53	242	236
Total	582	511	39	21	11	529	53	284	260
Base	147	133	7	6	2	141	7	92	50
Resolving billing issues with your previous provider	32	30	**	**	**	31	**	**	**
	22%	22%	**	**	**	22%	**	**	**
Base	85	75	4	6	1	83	2	52	27
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	~c	a	b	c
Unweighted total	994	338	769	113	225	111	145	82	431	280	151
Effective Weighted Sample	912	328	714	111	217	111	142	82	428	280	151
Total	1057	241	765	86	155	65	105	71	524	363	161
Getting a better deal with your previous provider	122 12%	53 22% b	99 13%	18 21%	35 22%	14 22%	25 23%	** **	46 9%	38 10%	9 5%
Cancelling your previous service (P)	103 10%	22 9%	67 9%	4 5%	18 11% a	8 12%	7 7%	** **	46 9%	23 6%	22 14% b
Arranging the switch so that you were not paying for your old and new services at the same time (P)	102 10%	17 7%	67 9%	6 7%	11 7%	4 5%	10 9%	** **	51 10%	34 9%	17 11%
Understanding the relevant steps required to switch provider	83 8%	18 7%	66 9%	3 3%	15 10% a	6 9% b	2 2%	** **	48 9%	35 10%	13 8%
Arranging the switch so that you always had access to your services (P)	83 8%	19 8%	58 8%	12 14% b	7 4%	2 3%	13 12% a	** **	40 8%	25 7%	15 9%
Finding time to research the market	81 8%	10 4%	58 8% a	3 3%	8 5%	3 5%	2 2%	** **	47 9%	39 11%	9 5%
Contacting your new provider	75 7%	12 5%	55 7%	4 5%	8 5%	2 4%	5 4%	** **	43 8%	34 9%	10 6%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	~c	a	b	c
Significance Level: 95%											
Unweighted total	994	338	769	113	225	111	145	82	431	280	151
Effective Weighted Sample	912	328	714	111	217	111	142	82	428	280	151
Total	1057	241	765	86	155	65	105	71	524	363	161
Resolving billing issues with your previous provider	45	14	37	7	8	3	10	**	23	14	9
	4%	6%	5%	8%	5%	5%	9%	**	4%	4%	5%
Comparing what different providers are offering	43	15	35	4	12	11	2	**	20	12	9
	4%	6%	5%	4%	7%	17% b	2%	**	4%	3%	5%
Keeping/ transferring your phone number	34	-	34	-	-	-	-	**	34	34	-
	3%	-%	4% a	-%	-%	-%	-%	**	6% c	9% c	-%
Getting the switch to happen on the date you wanted (P)	31	3	20	2	1	1	2	**	17	10	6
	3%	1%	3%	3%	*%	1%	2%	**	3%	3%	4%
Contacting your previous provider	29	8	23	4	4	1	5	**	15	6	9
	3%	3%	3%	5%	2%	1%	5%	**	3%	2%	5% b
Paying the charge to exit your contract early	27	4	18	3	1	2	2	**	13	9	4
	3%	2%	2%	4%	1%	3%	2%	**	3%	3%	3%
Your previous provider trying to persuade you to stay	25	10	23	4	6	4	5	**	13	6	6
	2%	4%	3%	5%	4%	6%	5%	**	2%	2%	4%
Setting up a new online account	20	5	13	3	2	-	3	**	8	4	4
	2%	2%	2%	4%	1%	-%	3%	**	2%	1%	3%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	~c	a	b	c
Significance Level: 95%											
Unweighted total	994	338	769	113	225	111	145	82	431	280	151
Effective Weighted Sample	912	328	714	111	217	111	142	82	428	280	151
Total	1057	241	765	86	155	65	105	71	524	363	161
Other devices or products you own not working with the new service	16 2%	2 1%	6 1%	1 1%	1 1%	- -%	1 1%	** **	4 1%	4 1%	- -%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	16 1%	1 1%	1 *%	- -%	1 1%	1 1%	- -%	** **	- -%	- -%	- -%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	15 1%	- -%	15 2% a	- -%	- -%	- -%	- -%	** **	15 3%	12 3%	3 2%
Having new equipment installed by the new provider	13 1%	8 3% b	8 1%	2 2%	6 4%	1 2%	4 4%	** **	- -%	- -%	- -%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	11 1%	2 1%	2 *%	- -%	2 1%	1 1%	- -%	** **	- -%	- -%	- -%
Unlocking your handset to take it with you	10 1%	- -%	10 1% a	- -%	- -%	- -%	- -%	** **	10 2%	9 3%	1 1%
Returning your previous provider's equipment	9 1%	5 2% b	5 1%	1 1%	4 3%	2 3%	1 1%	** **	- -%	- -%	- -%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	~c	a	b	c
Significance Level: 95%											
Unweighted total	994	338	769	113	225	111	145	82	431	280	151
Effective Weighted Sample	912	328	714	111	217	111	142	82	428	280	151
Total	1057	241	765	86	155	65	105	71	524	363	161
Paying a disconnection charge to your previous provider	7	2	2	1	1	-	1	**	-	-	-
	1%	1%	*%	1%	1%	-%	1%	**	-%	-%	-%
ANY MAIN DIFFICULTY	1002	230	722	82	148	63	100	**	492	347	145
	95%	95%	94%	95%	95%	97%	95%	**	94%	96%	90%
										c	
ANY PROCESS (P)	319	60	213	24	35	13	32	**	153	92	61
	30%	25%	28%	29%	23%	21%	30%	**	29%	25%	38%
											b
None of these stood out as a main difficulty	32	9	25	3	6	1	4	**	16	8	9
	3%	4%	3%	4%	4%	2%	4%	**	3%	2%	5%
Can't remember	24	2	18	1	1	1	1	**	15	8	7
	2%	1%	2%	1%	1%	1%	1%	**	3%	2%	5%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	~b	c	d	~e	~f	~a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	994	144	64	223	146	77	51	85	140	-	-	-	-	-	-	-
Effective Weighted Sample	912	143	63	221	146	77	51	85	140	-	-	-	-	-	-	-
Total	1057	175	78	271	189	82	54	73	220	-	-	-	-	-	-	-
Getting a better deal with your previous provider	122	5	**	27	19	**	**	**	16	**	**	**	**	**	**	**
	12%	3%	**	10%	10%	**	**	**	7%	**	**	**	**	**	**	**
				a	a											
Cancelling your previous service (P)	103	15	**	21	8	**	**	**	22	**	**	**	**	**	**	**
	10%	8%	**	8%	4%	**	**	**	10%	**	**	**	**	**	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	102	13	**	33	23	**	**	**	25	**	**	**	**	**	**	**
	10%	7%	**	12%	12%	**	**	**	11%	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	83	26	**	18	10	**	**	**	16	**	**	**	**	**	**	**
	8%	15%	**	7%	5%	**	**	**	7%	**	**	**	**	**	**	**
		cd														
Arranging the switch so that you always had access to your services (P)	83	14	**	21	12	**	**	**	20	**	**	**	**	**	**	**
	8%	8%	**	8%	6%	**	**	**	9%	**	**	**	**	**	**	**
Finding time to research the market	81	19	**	23	19	**	**	**	17	**	**	**	**	**	**	**
	8%	11%	**	8%	10%	**	**	**	8%	**	**	**	**	**	**	**
Contacting your new provider	75	20	**	20	16	**	**	**	17	**	**	**	**	**	**	**
	7%	11%	**	7%	8%	**	**	**	8%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	~b	c	d	~e	~f	~a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	994	144	64	223	146	77	51	85	140	-	-	-	-	-	-	-
Effective Weighted Sample	912	143	63	221	146	77	51	85	140	-	-	-	-	-	-	-
Total	1057	175	78	271	189	82	54	73	220	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	45 4%	5 3%	** **	11 4%	8 4%	** **	** **	** **	5 2%	** **	** **	** **	** **	** **	** **	** **
Comparing what different providers are offering	43 4%	12 7%	** ** cd	4 2%	1 1%	** **	** **	** **	8 4%	** **	** **	** **	** **	** **	** **	** **
Keeping/ transferring your phone number	34 3%	10 6%	** **	22 8%	22 12%	** **	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **
Getting the switch to happen on the date you wanted (P)	31 3%	6 3%	** **	9 3%	6 3%	** **	** **	** **	8 4%	** **	** **	** **	** **	** **	** **	** **
Contacting your previous provider	29 3%	5 3%	** **	7 3%	3 1%	** **	** **	** **	6 3%	** **	** **	** **	** **	** **	** **	** **
Paying the charge to exit your contract early	27 3%	5 3%	** **	7 3%	4 2%	** **	** **	** **	6 3%	** **	** **	** **	** **	** **	** **	** **
Your previous provider trying to persuade you to stay	25 2%	3 2%	** **	10 4%	6 3%	** **	** **	** **	2 1%	** **	** **	** **	** **	** **	** **	** **
Setting up a new online account	20 2%	1 1%	** **	5 2%	3 1%	** **	** **	** **	6 3%	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Base : Those who experienced any major difficulties when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	~b	c	d	~e	~f	~a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	994	144	64	223	146	77	51	85	140	-	-	-	-	-	-	-
Effective Weighted Sample	912	143	63	221	146	77	51	85	140	-	-	-	-	-	-	-
Total	1057	175	78	271	189	82	54	73	220	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	16 2%	- -%	** **	4 1%	4 2%	** **	** **	** **	9 4%	** **	** **	** **	** **	** **	** **	** **
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	16 1%	- -%	** **	- -%	- -%	** **	** **	** **	13 6%	** **	** **	** **	** **	** **	** **	** **
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	15 1%	6 3%	** **	9 3%	8 4%	** **	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **
Having new equipment installed by the new provider	13 1%	- -%	** **	- -%	- -%	** **	** **	** **	5 2%	** **	** **	** **	** **	** **	** **	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	11 1%	- -%	** **	- -%	- -%	** **	** **	** **	6 3%	** **	** **	** **	** **	** **	** **	** **
Unlocking your handset to take it with you	10 1%	4 2%	** **	3 1%	3 1%	** **	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **
Returning your previous provider's equipment	9 1%	- -%	** **	- -%	- -%	** **	** **	** **	3 1%	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Base : Those who experienced any major difficulties when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	~b	c	d	~e	~f	~a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	994	144	64	223	146	77	51	85	140	-	-	-	-	-	-	-
Effective Weighted Sample	912	143	63	221	146	77	51	85	140	-	-	-	-	-	-	-
Total	1057	175	78	271	189	82	54	73	220	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	7	-	**	-	-	**	**	**	3	**	**	**	**	**	**	**
	1%	-%	**	-%	-%	**	**	**	1%	**	**	**	**	**	**	**
ANY MAIN DIFFICULTY	1002	167	**	252	175	**	**	**	214	**	**	**	**	**	**	**
	95%	96%	**	93%	92%	**	**	**	97%	**	**	**	**	**	**	**
ANY PROCESS (P)	319	47	**	83	49	**	**	**	75	**	**	**	**	**	**	**
	30%	27%	**	31%	26%	**	**	**	34%	**	**	**	**	**	**	**
None of these stood out as a main difficulty	32	4	**	9	6	**	**	**	3	**	**	**	**	**	**	**
	3%	2%	**	3%	3%	**	**	**	1%	**	**	**	**	**	**	**
Can't remember	24	3	**	11	8	**	**	**	3	**	**	**	**	**	**	**
	2%	2%	**	4%	4%	**	**	**	1%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	994	-	-	478	497	780	175	37	463	245	136	145	708	281
Effective Weighted Sample	912	-	-	439	454	723	156	34	425	225	124	134	650	258
Total	1057	-	-	511	526	862	163	31	506	261	138	148	766	286
Getting a better deal with your previous provider	122	**	**	55	66	71	36	**	49	38	18	17	87	35
	12%	**	**	11%	13%	8%	22%	**	10%	15%	13%	11%	11%	12%
							a			a				
Cancelling your previous service (P)	103	**	**	45	55	88	15	**	47	24	13	16	71	29
	10%	**	**	9%	10%	10%	9%	**	9%	9%	9%	11%	9%	10%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	102	**	**	55	46	89	11	**	46	30	14	11	77	25
	10%	**	**	11%	9%	10%	7%	**	9%	12%	10%	7%	10%	9%
Understanding the relevant steps required to switch provider	83	**	**	53	28	72	10	**	45	15	8	15	60	23
	8%	**	**	10%	5%	8%	6%	**	9%	6%	6%	10%	8%	8%
				b										
Arranging the switch so that you always had access to your services (P)	83	**	**	23	56	68	13	**	38	25	10	9	63	19
	8%	**	**	4%	11%	8%	8%	**	8%	10%	8%	6%	8%	7%
					a									
Finding time to research the market	81	**	**	42	39	68	13	**	40	13	13	15	53	28
	8%	**	**	8%	7%	8%	8%	**	8%	5%	9%	10%	7%	10%
													b	
Contacting your new provider	75	**	**	36	37	64	10	**	37	27	3	7	64	11
	7%	**	**	7%	7%	7%	6%	**	7%	10%	3%	5%	8%	4%
									c	cf			cf	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	994	-	-	478	497	780	175	37	463	245	136	145	708	281
Effective Weighted Sample	912	-	-	439	454	723	156	34	425	225	124	134	650	258
Total	1057	-	-	511	526	862	163	31	506	261	138	148	766	286
Resolving billing issues with your previous provider	45	**	**	16	30	34	11	**	19	9	5	12	28	16
	4%	**	**	3%	6%	4%	7%	**	4%	3%	4%	8% ae	4%	6%
Comparing what different providers are offering	43	**	**	26	16	32	9	**	29	6	3	6	34	9
	4%	**	**	5%	3%	4%	6%	**	6% b	2%	2%	4%	5%	3%
Keeping/ transferring your phone number	34	**	**	14	19	31	3	**	17	10	1	5	27	6
	3%	**	**	3%	4%	4%	2%	**	3%	4%	1%	3%	4%	2%
Getting the switch to happen on the date you wanted (P)	31	**	**	18	13	27	3	**	15	6	5	5	21	10
	3%	**	**	3%	2%	3%	2%	**	3%	2%	3%	4%	3%	3%
Contacting your previous provider	29	**	**	14	14	26	2	**	10	9	7	3	19	10
	3%	**	**	3%	3%	3%	1%	**	2%	4%	5%	2%	3%	3%
Paying the charge to exit your contract early	27	**	**	19	9	23	3	**	15	5	4	3	20	7
	3%	**	**	4% b	2%	3%	2%	**	3%	2%	3%	2%	3%	3%
Your previous provider trying to persuade you to stay	25	**	**	15	10	18	5	**	9	5	7	4	14	11
	2%	**	**	3%	2%	2%	3%	**	2%	2%	5% ae	3%	2%	4%
Setting up a new online account	20	**	**	6	14	16	3	**	7	5	4	3	12	7
	2%	**	**	1%	3%	2%	2%	**	1%	2%	3%	2%	2%	3%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Base : Those who experienced any major difficulties when switching

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	994	-	-	478	497	780	175	37	463	245	136	145	708	281
Effective Weighted Sample	912	-	-	439	454	723	156	34	425	225	124	134	650	258
Total	1057	-	-	511	526	862	163	31	506	261	138	148	766	286
Other devices or products you own not working with the new service	16	**	**	3	14	15	2	**	10	2	1	3	13	4
	2%	**	**	1%	3%	2%	1%	**	2%	1%	1%	2%	2%	1%
					a									
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	16	**	**	6	9	15	-	**	8	4	-	4	12	4
	1%	**	**	1%	2%	2%	-%	**	2%	1%	-%	3%	2%	1%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	15	**	**	11	4	15	-	**	9	3	3	1	11	4
	1%	**	**	2%	1%	2%	-%	**	2%	1%	2%	1%	1%	1%
				b										
Having new equipment installed by the new provider	13	**	**	6	8	12	1	**	8	3	2	-	11	2
	1%	**	**	1%	1%	1%	1%	**	2%	1%	2%	-%	1%	1%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	11	**	**	5	6	9	2	**	4	2	3	2	6	5
	1%	**	**	1%	1%	1%	1%	**	1%	1%	2%	1%	1%	2%
Unlocking your handset to take it with you	10	**	**	5	5	10	-	**	6	-	4	-	6	4
	1%	**	**	1%	1%	1%	-%	**	1%	-%	3%	-%	1%	1%
											bde			
Returning your previous provider's equipment	9	**	**	3	7	6	3	**	4	1	3	1	5	4
	1%	**	**	1%	1%	1%	2%	**	1%	*%	2%	*%	1%	1%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Base : Those who experienced any major difficulties when switching

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	994	-	-	478	497	780	175	37	463	245	136	145	708	281
Effective Weighted Sample	912	-	-	439	454	723	156	34	425	225	124	134	650	258
Total	1057	-	-	511	526	862	163	31	506	261	138	148	766	286
Paying a disconnection charge to your previous provider	7	**	**	4	2	7	-	**	3	3	-	-	7	-
	1%	**	**	1%	*%	1%	-%	**	1%	1%	-%	-%	1%	-%
ANY MAIN DIFFICULTY	1002	**	**	479	508	817	156	**	477	245	133	141	723	274
	95%	**	**	94%	96%	95%	96%	**	94%	94%	96%	95%	94%	96%
ANY PROCESS (P)	319	**	**	141	170	272	43	**	147	85	42	41	232	83
	30%	**	**	28%	32%	32%	26%	**	29%	33%	31%	28%	30%	29%
None of these stood out as a main difficulty	32	**	**	18	11	25	6	**	19	8	3	3	26	6
	3%	**	**	3%	2%	3%	3%	**	4%	3%	2%	2%	3%	2%
Can't remember	24	**	**	15	8	20	1	**	10	8	2	5	17	7
	2%	**	**	3%	1%	2%	1%	**	2%	3%	2%	3%	2%	2%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	994	845	75	55	19	917	77	591	329
Effective Weighted Sample	912	774	70	51	18	841	71	545	300
Total	1057	898	82	60	18	981	76	653	326
Getting a better deal with your previous provider	122	105	**	**	**	108	**	57	60
	12%	12%	**	**	**	11%	**	9%	19%
									a
Cancelling your previous service (P)	103	77	**	**	**	94	**	59	33
	10%	9%	**	**	**	10%	**	9%	10%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	102	85	**	**	**	94	**	64	32
	10%	9%	**	**	**	10%	**	10%	10%
Understanding the relevant steps required to switch provider	83	71	**	**	**	76	**	55	20
	8%	8%	**	**	**	8%	**	8%	6%
Arranging the switch so that you always had access to your services (P)	83	74	**	**	**	76	**	57	19
	8%	8%	**	**	**	8%	**	9%	6%
Finding time to research the market	81	71	**	**	**	80	**	56	20
	8%	8%	**	**	**	8%	**	9%	6%
Contacting your new provider	75	67	**	**	**	70	**	47	23
	7%	7%	**	**	**	7%	**	7%	7%
Resolving billing issues with your previous provider	45	40	**	**	**	42	**	25	15
	4%	4%	**	**	**	4%	**	4%	5%

Columns Tested: a,b,c,d - a,b - a,b

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Base : Those who experienced any major difficulties when switching

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	994	845	75	55	19	917	77	591	329
Effective Weighted Sample	912	774	70	51	18	841	71	545	300
Total	1057	898	82	60	18	981	76	653	326
Comparing what different providers are offering	43	40	**	**	**	39	**	29	11
	4%	5%	**	**	**	4%	**	4%	3%
Keeping/ transferring your phone number	34	26	**	**	**	32	**	19	13
	3%	3%	**	**	**	3%	**	3%	4%
Getting the switch to happen on the date you wanted (P)	31	22	**	**	**	28	**	19	11
	3%	2%	**	**	**	3%	**	3%	3%
Contacting your previous provider	29	25	**	**	**	29	**	22	7
	3%	3%	**	**	**	3%	**	3%	2%
Paying the charge to exit your contract early	27	24	**	**	**	24	**	20	8
	3%	3%	**	**	**	2%	**	3%	2%
Your previous provider trying to persuade you to stay	25	24	**	**	**	22	**	16	6
	2%	3%	**	**	**	2%	**	2%	2%
Setting up a new online account	20	14	**	**	**	19	**	14	4
	2%	2%	**	**	**	2%	**	2%	1%
Other devices or products you own not working with the new service	16	13	**	**	**	16	**	12	4
	2%	1%	**	**	**	2%	**	2%	1%

Columns Tested: a,b,c,d - a,b - a,b

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Base : Those who experienced any major difficulties when switching

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	994	845	75	55	19	917	77	591	329
Effective Weighted Sample	912	774	70	51	18	841	71	545	300
Total	1057	898	82	60	18	981	76	653	326
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	16 1%	16 2%	** **	** **	** **	16 2%	** **	14 2%	2 1%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	15 1%	14 2%	** **	** **	** **	14 1%	** **	12 2% b	1 *%
Having new equipment installed by the new provider	13 1%	13 1%	** **	** **	** **	11 1%	** **	5 1%	9 3% a
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	11 1%	10 1%	** **	** **	** **	11 1%	** **	9 1%	2 *%
Unlocking your handset to take it with you	10 1%	6 1%	** **	** **	** **	10 1%	** **	9 1%	1 *%
Returning your previous provider's equipment	9 1%	8 1%	** **	** **	** **	9 1%	** **	5 1%	4 1%
Paying a disconnection charge to your previous provider	7 1%	7 1%	** **	** **	** **	7 1%	** **	5 1%	2 1%

Columns Tested: a,b,c,d - a,b - a,b

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

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those who experienced any major difficulties when switching

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	994	845	75	55	19	917	77	591	329
Effective Weighted Sample	912	774	70	51	18	841	71	545	300
Total	1057	898	82	60	18	981	76	653	326
ANY MAIN DIFFICULTY	1002	851	**	**	**	930	**	628	307
	95%	95%	**	**	**	95%	**	96%	94%
ANY PROCESS (P)	319	257	**	**	**	294	**	198	95
	30%	29%	**	**	**	30%	**	30%	29%
None of these stood out as a main difficulty	32	26	**	**	**	30	**	14	14
	3%	3%	**	**	**	3%	**	2%	4%
Can't remember	24	20	**	**	**	22	**	11	5
	2%	2%	**	**	**	2%	**	2%	2%

Columns Tested: a,b,c,d - a,b - a,b

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

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Getting a better deal with your previous provider	122	53	99	18	35	14	25	14	46	38	9
	5%	8%	6%	6%	11%	12%	7%	10%	4%	5%	2%
		b			a	b				c	
Cancelling your previous service (P)	103	22	67	4	18	8	7	7	46	23	22
	5%	3%	4%	1%	6%	6%	2%	5%	4%	3%	6%
					a	b					b
Arranging the switch so that you were not paying for your old and new services at the same time (P)	102	17	67	6	11	4	10	3	51	34	17
	5%	3%	4%	2%	3%	3%	3%	2%	5%	5%	5%
Understanding the relevant steps required to switch provider	83	18	66	3	15	6	2	10	48	35	13
	4%	3%	4%	1%	5%	5%	*%	7%	4%	5%	3%
					a	b		b			
Arranging the switch so that you always had access to your services (P)	83	19	58	12	7	2	13	4	40	25	15
	4%	3%	3%	4%	2%	1%	3%	3%	4%	3%	4%
Finding time to research the market	81	10	58	3	8	3	2	5	47	39	9
	4%	2%	3%	1%	2%	2%	1%	4%	4%	5%	2%
			a			b		b		c	
Contacting your new provider	75	12	55	4	8	2	5	5	43	34	10
	3%	2%	3%	1%	3%	2%	1%	4%	4%	5%	3%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Resolving billing issues with your previous provider	45 2%	14 2%	37 2%	7 2%	8 3%	3 2%	10 3%	2 1%	23 2%	14 2%	9 2%
Comparing what different providers are offering	43 2%	15 2%	35 2%	4 1%	12 4%	11 9%	2 1%	2 1%	20 2%	12 2%	9 2%
Keeping/ transferring your phone number	34 2%	- -%	34 2%	- -%	- -%	- -%	- -%	- -%	34 3%	34 5%	- -%
Getting the switch to happen on the date you wanted (P)	31 1%	3 *%	20 1%	2 1%	1 *%	1 *%	2 1%	- -%	17 2%	10 1%	6 2%
Contacting your previous provider	29 1%	8 1%	23 1%	4 1%	4 1%	1 *%	5 1%	2 1%	15 1%	6 1%	9 2%
Paying the charge to exit your contract early	27 1%	4 1%	18 1%	3 1%	1 *%	2 1%	2 1%	- -%	13 1%	9 1%	4 1%
Your previous provider trying to persuade you to stay	25 1%	10 2%	23 1%	4 1%	6 2%	4 3%	5 1%	1 1%	13 1%	6 1%	6 2%
Setting up a new online account	20 1%	5 1%	13 1%	3 1%	2 1%	- -%	3 1%	2 1%	8 1%	4 1%	4 1%
Other devices or products you own not working with the new service	16 1%	2 *%	6 *%	1 *%	1 *%	- -%	1 *%	1 1%	4 *%	4 1%	- -%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	16	1	1	-	1	1	-	1	-	-	-
	1%	*%	*%	-%	*%	*%	-%	1%	-%	-%	-%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	15	-	15	-	-	-	-	-	15	12	3
	1%	-%	1% a	-%	-%	-%	-%	-%	1%	2%	1%
Having new equipment installed by the new provider	13	8	8	2	6	1	4	3	-	-	-
	1%	1% b	*%	1%	2%	1%	1%	2%	-%	-%	-%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	11	2	2	-	2	1	-	2	-	-	-
	*%	*%	*%	-%	1%	*%	-%	1% b	-%	-%	-%
Unlocking your handset to take it with you	10	-	10	-	-	-	-	-	10	9	1
	*%	-%	1% a	-%	-%	-%	-%	-%	1%	1%	*%
Returning your previous provider's equipment	9	5	5	1	4	2	1	3	-	-	-
	*%	1%	*%	*%	1%	1%	*%	2% b	-%	-%	-%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Paying a disconnection charge to your previous provider	7	2	2	1	1	-	1	1	-	-	-
	*%	*%	*%	*%	*%	-%	*%	1%	-%	-%	-%
ANY MAIN DIFFICULTY	1002	230	722	82	148	63	100	66	492	347	145
	45%	36%	42%	25%	49%	53%	27%	46%	45%	47%	40%
			a		a	b		b		c	
ANY PROCESS (P)	319	60	213	24	35	13	32	15	153	92	61
	14%	10%	12%	8%	12%	11%	9%	10%	14%	13%	17%
			a		a						
None of these stood out as a main difficulty	32	9	25	3	6	1	4	3	16	8	9
	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%
Can't remember	24	2	18	1	1	1	1	1	15	8	7
	1%	*%	1%	*%	*%	*%	*%	1%	1%	1%	2%
NO MAJOR DIFFICULTIES	1177	389	966	240	149	55	260	74	577	372	206
	53%	62%	56%	74%	49%	46%	71%	51%	52%	51%	56%
		b		b			ac				

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Getting a better deal with your previous provider	122	5	14	27	19	7	1	8	16	**	**	**	**	**	**	**
	5%	2%	6%	5%	5%	4%	1%	5%	4%	**	**	**	**	**	**	**
			af	af	af											
Cancelling your previous service (P)	103	15	11	21	8	13	4	14	22	**	**	**	**	**	**	**
	5%	5%	4%	4%	2%	8%	3%	9%	6%	**	**	**	**	**	**	**
			d			cd										
Arranging the switch so that you were not paying for your old and new services at the same time (P)	102	13	5	33	23	10	6	9	25	**	**	**	**	**	**	**
	5%	4%	2%	6%	6%	6%	5%	6%	7%	**	**	**	**	**	**	**
				b	b											
Understanding the relevant steps required to switch provider	83	26	4	18	10	7	4	2	16	**	**	**	**	**	**	**
	4%	9%	1%	3%	3%	4%	3%	1%	4%	**	**	**	**	**	**	**
		bcd	f													
Arranging the switch so that you always had access to your services (P)	83	14	5	21	12	10	3	4	20	**	**	**	**	**	**	**
	4%	5%	2%	4%	3%	6%	2%	3%	6%	**	**	**	**	**	**	**
Finding time to research the market	81	19	6	23	19	3	4	6	17	**	**	**	**	**	**	**
	4%	6%	2%	4%	5%	2%	3%	4%	5%	**	**	**	**	**	**	**
			be													
Contacting your new provider	75	20	4	20	16	4	4	3	17	**	**	**	**	**	**	**
	3%	7%	1%	4%	4%	3%	3%	2%	5%	**	**	**	**	**	**	**
			bc													

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Resolving billing issues with your previous provider	45 2%	5 2%	7 3%	11 2%	8 2%	3 2%	2 2%	3 2%	5 1%	** **	** **	** **	** **	** **	** **	** **
Comparing what different providers are offering	43 2%	12 4% cd	3 1%	4 1%	1 *% cd	3 2%	3 2% d	- -%	8 2%	** **	** **	** **	** **	** **	** **	** **
Keeping/ transferring your phone number	34 2%	10 4% bef	1 1%	22 4% bef	22 6% bef	- -%	- -%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **
Getting the switch to happen on the date you wanted (P)	31 1%	6 2%	2 1%	9 2%	6 2%	2 1%	3 2%	3 2%	8 2%	** **	** **	** **	** **	** **	** **	** **
Contacting your previous provider	29 1%	5 2%	3 1%	7 1%	3 1%	4 3%	2 2%	- -%	6 2%	** **	** **	** **	** **	** **	** **	** **
Paying the charge to exit your contract early	27 1%	5 2%	1 1%	7 1%	4 1%	3 2%	1 1%	3 2%	6 2%	** **	** **	** **	** **	** **	** **	** **
Your previous provider trying to persuade you to stay	25 1%	3 1%	- -%	10 2%	6 2%	3 2% b	3 2% b	1 1%	2 *% b	** **	** **	** **	** **	** **	** **	** **
Setting up a new online account	20 1%	1 *%	2 1%	5 1%	3 1%	2 1%	1 1%	1 1%	6 2%	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Other devices or products you own not working with the new service	16	-	-	4	4	-	-	1	9	**	**	**	**	**	**	**
	1%	-%	-%	1%	1%	-%	-%	1%	3%	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	16	-	-	-	-	-	-	2	13	**	**	**	**	**	**	**
	1%	-%	-%	-%	-%	-%	-%	1%	4%	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	15	6	-	9	8	1	2	-	-	**	**	**	**	**	**	**
	1%	2% b	-%	2%	2% b	1%	2%	-%	-%	**	**	**	**	**	**	**
Having new equipment installed by the new provider	13	-	-	-	-	-	-	1	5	**	**	**	**	**	**	**
	1%	-%	-%	-%	-%	-%	-%	1%	1%	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	11	-	-	-	-	-	-	3	6	**	**	**	**	**	**	**
	*%	-%	-%	-%	-%	-%	-%	2%	2%	**	**	**	**	**	**	**
Unlocking your handset to take it with you	10	4	4	3	3	-	1	-	-	**	**	**	**	**	**	**
	*%	1%	2%	*%	1%	-%	1%	-%	-%	**	**	**	**	**	**	**
Returning your previous provider's equipment	9	-	-	-	-	-	-	1	3	**	**	**	**	**	**	**
	*%	-%	-%	-%	-%	-%	-%	1%	1%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	7	-	-	-	-	-	-	2	3	**	**	**	**	**	**	**
	*%	-%	-%	-%	-%	-%	-%	1%	1%	**	**	**	**	**	**	**
ANY MAIN DIFFICULTY	1002	167	73	252	175	77	47	66	214	**	**	**	**	**	**	**
	45%	58%	29%	45%	45%	45%	35%	45%	60%	**	**	**	**	**	**	**
		bcd	ef	b	b	b			a							
ANY PROCESS (P)	319	47	23	83	49	34	17	31	75	**	**	**	**	**	**	**
	14%	16%	9%	15%	13%	20%	13%	21%	21%	**	**	**	**	**	**	**
		b		b		bd										
None of these stood out as a main difficulty	32	4	3	9	6	2	4	3	3	**	**	**	**	**	**	**
	1%	1%	1%	2%	2%	1%	3%	2%	1%	**	**	**	**	**	**	**
Can't remember	24	3	1	11	8	3	3	3	3	**	**	**	**	**	**	**
	1%	1%	*%	2%	2%	2%	2%	2%	1%	**	**	**	**	**	**	**
NO MAJOR DIFFICULTIES	1177	111	177	289	202	87	79	74	137	**	**	**	**	**	**	**
	53%	39%	69%	52%	52%	52%	59%	50%	38%	**	**	**	**	**	**	**
			acde	a	a	a	a	b								

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Getting a better deal with your previous provider	122	**	**	55	66	71	36	15	49	38	18	17	87	35
	5%	**	**	5%	6%	4%	7%	10%	6%	6%	5%	4%	6%	5%
							a	a						
Cancelling your previous service (P)	103	**	**	45	55	88	15	-	47	24	13	16	71	29
	5%	**	**	4%	5%	5%	3%	-%	5%	4%	4%	4%	5%	4%
						bc	c							
Arranging the switch so that you were not paying for your old and new services at the same time (P)	102	**	**	55	46	89	11	1	46	30	14	11	77	25
	5%	**	**	5%	4%	6%	2%	1%	5%	5%	4%	3%	5%	3%
						bc			d				df	
Understanding the relevant steps required to switch provider	83	**	**	53	28	72	10	1	45	15	8	15	60	23
	4%	**	**	5%	2%	5%	2%	1%	5%	2%	2%	4%	4%	3%
				b		bc			bcd					
Arranging the switch so that you always had access to your services (P)	83	**	**	23	56	68	13	2	38	25	10	9	63	19
	4%	**	**	2%	5%	4%	3%	1%	4%	4%	3%	2%	4%	3%
					a				df				df	
Finding time to research the market	81	**	**	42	39	68	13	-	40	13	13	15	53	28
	4%	**	**	4%	3%	4%	3%	-%	5%	2%	4%	4%	4%	4%
						c	c		b					
Contacting your new provider	75	**	**	36	37	64	10	1	37	27	3	7	64	11
	3%	**	**	4%	3%	4%	2%	1%	4%	5%	1%	2%	4%	1%
						b			cd	cd			cd	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Resolving billing issues with your previous provider	45	**	**	16	30	34	11	-	19	9	5	12	28	16
	2%	**	**	2%	2%	2%	2%	-%	2%	2%	1%	3%	2%	2%
Comparing what different providers are offering	43	**	**	26	16	32	9	2	29	6	3	6	34	9
	2%	**	**	3%	1%	2%	2%	1%	3%	1%	1%	2%	2%	1%
				b					bcd				b	
Keeping/ transferring your phone number	34	**	**	14	19	31	3	-	17	10	1	5	27	6
	2%	**	**	1%	2%	2%	1%	-%	2%	2%	*%	1%	2%	1%
						b			c				c	
Getting the switch to happen on the date you wanted (P)	31	**	**	18	13	27	3	-	15	6	5	5	21	10
	1%	**	**	2%	1%	2%	1%	-%	2%	1%	1%	1%	1%	1%
Contacting your previous provider	29	**	**	14	14	26	2	1	10	9	7	3	19	10
	1%	**	**	1%	1%	2%	*%	1%	1%	2%	2%	1%	1%	1%
						b								
Paying the charge to exit your contract early	27	**	**	19	9	23	3	1	15	5	4	3	20	7
	1%	**	**	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
				b										
Your previous provider trying to persuade you to stay	25	**	**	15	10	18	5	2	9	5	7	4	14	11
	1%	**	**	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Setting up a new online account	20	**	**	6	14	16	3	1	7	5	4	3	12	7
	1%	**	**	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Other devices or products you own not working with the new service	16	**	**	3	14	15	2	-	10	2	1	3	13	4
	1%	**	**	*%	1%	1%	*%	-%	1%	*%	*%	1%	1%	1%
					a									
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	16	**	**	6	9	15	-	1	8	4	-	4	12	4
	1%	**	**	1%	1%	1%	-%	1%	1%	1%	-%	1%	1%	1%
						b								
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	15	**	**	11	4	15	-	-	9	3	3	1	11	4
	1%	**	**	1%	*%	1%	-%	-%	1%	*%	1%	*%	1%	*%
				b		b								
Having new equipment installed by the new provider	13	**	**	6	8	12	1	-	8	3	2	-	11	2
	1%	**	**	1%	1%	1%	*%	-%	1%	*%	1%	-%	1%	*%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	11	**	**	5	6	9	2	-	4	2	3	2	6	5
	*%	**	**	*%	1%	1%	*%	-%	*%	*%	1%	*%	*%	1%
Unlocking your handset to take it with you	10	**	**	5	5	10	-	-	6	-	4	-	6	4
	*%	**	**	1%	*%	1%	-%	-%	1%	-%	1%	-%	*%	1%
									b		bd			

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Returning your previous provider's equipment	9	**	**	3	7	6	3	-	4	1	3	1	5	4
	*%	**	**	*%	1%	*%	1%	-%	1%	*%	1%	*%	*%	1%
Paying a disconnection charge to your previous provider	7	**	**	4	2	7	-	-	3	3	-	-	7	-
	*%	**	**	*%	*%	*%	-%	-%	*%	1%	-%	-%	*%	-%
										f				
ANY MAIN DIFFICULTY	1002	**	**	479	508	817	156	28	477	245	133	141	723	274
	45%	**	**	47%	43%	51%	32%	19%	55%	42%	37%	35%	50%	36%
				b		bc	c		bcdef	df			bcdf	
ANY PROCESS (P)	319	**	**	141	170	272	43	3	147	85	42	41	232	83
	14%	**	**	14%	14%	17%	9%	2%	17%	14%	12%	10%	16%	11%
						bc	c		cdf				df	
None of these stood out as a main difficulty	32	**	**	18	11	25	6	-	19	8	3	3	26	6
	1%	**	**	2%	1%	2%	1%	-%	2%	1%	1%	1%	2%	1%
									f				f	
Can't remember	24	**	**	15	8	20	1	3	10	8	2	5	17	7
	1%	**	**	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%	1%
						b		b						
NO MAJOR DIFFICULTIES	1177	**	**	509	663	738	320	116	364	328	217	256	691	473
	53%	**	**	50%	56%	46%	66%	79%	42%	56%	61%	63%	47%	62%
					a		a	ab		ae	ae	abe	a	abe

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Getting a better deal with your previous provider	122	105	8	7	**	108	14	57	60
	5%	6%	5%	7%	**	5%	6%	5%	6%
Cancelling your previous service (P)	103	77	18	6	**	94	9	59	33
	5%	4%	10% a	6%	**	5%	4%	6% b	3%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	102	85	10	7	**	94	8	64	32
	5%	4%	6%	7%	**	5%	3%	6% b	3%
Understanding the relevant steps required to switch provider	83	71	5	5	**	76	7	55	20
	4%	4%	3%	5%	**	4%	3%	5% b	2%
Arranging the switch so that you always had access to your services (P)	83	74	4	5	**	76	7	57	19
	4%	4%	2%	4%	**	4%	3%	5% b	2%
Finding time to research the market	81	71	6	2	**	80	1	56	20
	4%	4%	4%	2%	**	4% b	*%	5% b	2%
Contacting your new provider	75	67	5	3	**	70	5	47	23
	3%	3%	3%	3%	**	3%	2%	4% b	2%

Columns Tested: a,b,c,d - a,b - a,b

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Resolving billing issues with your previous provider	45 2%	40 2%	2 1%	2 2%	** **	42 2%	3 1%	25 2%	15 1%
Comparing what different providers are offering	43 2%	40 2%	2 1%	- -%	** **	39 2%	4 2%	29 3% b	11 1%
Keeping/ transferring your phone number	34 2%	26 1%	5 3%	- -%	** **	32 2%	1 1%	19 2%	13 1%
Getting the switch to happen on the date you wanted (P)	31 1%	22 1%	5 3%	4 3% a	** **	28 1%	3 1%	19 2%	11 1%
Contacting your previous provider	29 1%	25 1%	2 1%	1 1%	** **	29 1%	- -%	22 2% b	7 1%
Paying the charge to exit your contract early	27 1%	24 1%	2 1%	1 1%	** **	24 1%	3 1%	20 2% b	8 1%
Your previous provider trying to persuade you to stay	25 1%	24 1%	- -%	1 1%	** **	22 1%	3 1%	16 1%	6 1%
Setting up a new online account	20 1%	14 1%	2 1%	5 4% a	** **	19 1%	1 *%	14 1% b	4 *%

Columns Tested: a,b,c,d - a,b - a,b

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Other devices or products you own not working with the new service	16 1%	13 1%	2 1%	2 1%	** **	16 1%	1 *%	12 1%	4 *%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	16 1%	16 1%	- -%	- -%	** **	16 1%	- -%	14 1% b	2 *%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	15 1%	14 1%	- -%	1 1%	** **	14 1%	1 *%	12 1% b	1 *%
Having new equipment installed by the new provider	13 1%	13 1%	1 *%	- -%	** **	11 1%	2 1%	5 *%	9 1%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	11 *%	10 1%	- -%	1 1%	** **	11 1%	- -%	9 1% b	2 *%
Unlocking your handset to take it with you	10 *%	6 *%	- -%	4 4% ab	** **	10 1%	- -%	9 1% b	1 *%

Columns Tested: a,b,c,d - a,b - a,b

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

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Returning your previous provider's equipment	9	8	-	-	**	9	-	5	4
	*%	*%	-%	-%	**	*%	-%	*%	*%
Paying a disconnection charge to your previous provider	7	7	-	-	**	7	-	5	2
	*%	*%	-%	-%	**	*%	-%	*%	*%
ANY MAIN DIFFICULTY	1002	851	78	57	**	930	72	628	307
	45%	45%	44%	53%	**	46%	31%	59%	31%
						b		b	
ANY PROCESS (P)	319	257	37	22	**	294	25	198	95
	14%	13%	21%	21%	**	15%	11%	19%	9%
			a	a				b	
None of these stood out as a main difficulty	32	26	3	2	**	30	2	14	14
	1%	1%	2%	2%	**	1%	1%	1%	1%
Can't remember	24	20	2	1	**	22	2	11	5
	1%	1%	1%	1%	**	1%	1%	1%	1%
NO MAJOR DIFFICULTIES	1177	1012	96	48	**	1024	153	409	680
	53%	53%	54%	44%	**	51%	67%	39%	68%
							a		a

Columns Tested: a,b,c,d - a,b - a,b

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Q22. Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	-	567	-	-	-	-	-	567	567	-
Effective Weighted Sample	567	-	567	-	-	-	-	-	567	567	-
Total	734	-	734	-	-	-	-	-	734	734	-
Yes – my previous provider told me	164	**	164	**	**	**	**	**	164	164	**
	22%	**	22%	**	**	**	**	**	22%	22%	**
Yes – my new provider told me	256	**	256	**	**	**	**	**	256	256	**
	35%	**	35%	**	**	**	**	**	35%	35%	**
Yes – I knew already	198	**	198	**	**	**	**	**	198	198	**
	27%	**	27%	**	**	**	**	**	27%	27%	**
TOTAL AWARE	619	**	619	**	**	**	**	**	619	619	**
	84%	**	84%	**	**	**	**	**	84%	84%	**
No, I wasn't aware	79	**	79	**	**	**	**	**	79	79	**
	11%	**	11%	**	**	**	**	**	11%	11%	**
Can't remember	36	**	36	**	**	**	**	**	36	36	**
	5%	**	5%	**	**	**	**	**	5%	5%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q22. Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	118	147	302	302	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	567	118	147	302	302	-	-	-	-	-	-	-	-	-	-	-
Total	734	153	190	391	391	-	-	-	-	-	-	-	-	-	-	-
Yes – my previous provider told me	164	58	26	80	80	**	**	**	**	**	**	**	**	**	**	**
	22%	38%	14%	21%	21%	**	**	**	**	**	**	**	**	**	**	**
		bcd														
Yes – my new provider told me	256	52	62	142	142	**	**	**	**	**	**	**	**	**	**	**
	35%	34%	33%	36%	36%	**	**	**	**	**	**	**	**	**	**	**
Yes – I knew already	198	34	71	93	93	**	**	**	**	**	**	**	**	**	**	**
	27%	22%	37%	24%	24%	**	**	**	**	**	**	**	**	**	**	**
			acd													
TOTAL AWARE	619	144	159	316	316	**	**	**	**	**	**	**	**	**	**	**
	84%	94%	84%	81%	81%	**	**	**	**	**	**	**	**	**	**	**
		bcd														
No, I wasn't aware	79	4	25	51	51	**	**	**	**	**	**	**	**	**	**	**
	11%	3%	13%	13%	13%	**	**	**	**	**	**	**	**	**	**	**
			a	a	a											
Can't remember	36	5	6	25	25	**	**	**	**	**	**	**	**	**	**	**
	5%	3%	3%	6%	6%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q22. Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	258	305	408	115	44	244	150	86	85	394	171
Effective Weighted Sample	567	-	-	258	305	408	115	44	244	150	86	85	394	171
Total	734	-	-	334	395	528	149	57	316	194	111	110	510	221
Yes – my previous provider told me	164	**	**	85	78	141	19	**	95	35	**	**	130	35
	22%	**	**	26%	20%	27%	13%	**	30%	18%	**	**	25%	16%
						b			bf				f	
Yes – my new provider told me	256	**	**	106	148	199	41	**	117	75	**	**	192	65
	35%	**	**	32%	37%	38%	28%	**	37%	39%	**	**	38%	29%
Yes – I knew already	198	**	**	95	102	117	61	**	70	57	**	**	127	70
	27%	**	**	28%	26%	22%	41%	**	22%	29%	**	**	25%	32%
						a							a	
TOTAL AWARE	619	**	**	286	328	457	122	**	281	167	**	**	448	170
	84%	**	**	86%	83%	87%	82%	**	89%	86%	**	**	88%	77%
						f			f	f			f	
No, I wasn't aware	79	**	**	27	52	47	19	**	21	21	**	**	41	38
	11%	**	**	8%	13%	9%	13%	**	7%	11%	**	**	8%	17%
													ae	
Can't remember	36	**	**	21	16	25	8	**	14	6	**	**	21	14
	5%	**	**	6%	4%	5%	5%	**	5%	3%	**	**	4%	6%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q22. Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	486	45	22	14	514	53	290	234
Effective Weighted Sample	567	486	45	22	14	514	53	290	234
Total	734	629	58	28	18	666	69	376	303
Yes – my previous provider told me	164	142	**	**	**	154	**	100	53
	22%	23%	**	**	**	23%	**	27%	18%
								b	
Yes – my new provider told me	256	220	**	**	**	228	**	145	104
	35%	35%	**	**	**	34%	**	39%	34%
Yes – I knew already	198	166	**	**	**	180	**	88	93
	27%	26%	**	**	**	27%	**	23%	31%
TOTAL AWARE	619	528	**	**	**	562	**	333	250
	84%	84%	**	**	**	84%	**	89%	82%
								b	
No, I wasn't aware	79	69	**	**	**	70	**	30	43
	11%	11%	**	**	**	11%	**	8%	14%
								a	
Can't remember	36	32	**	**	**	34	**	13	10
	5%	5%	**	**	**	5%	**	3%	3%

Columns Tested: a,b,c,d - a,b - a,b

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

Q23. Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while your number was being transferred from (OLD PROVIDER) to (NEW PROVIDER)?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	567	-	567	-	-	-	-	-	567	567	-
Effective Weighted Sample	567	-	567	-	-	-	-	-	567	567	-
Total	734	-	734	-	-	-	-	-	734	734	-
Yes – my previous provider told me	107	**	107	**	**	**	**	**	107	107	**
	15%	**	15%	**	**	**	**	**	15%	15%	**
Yes – my new provider told me	286	**	286	**	**	**	**	**	286	286	**
	39%	**	39%	**	**	**	**	**	39%	39%	**
Yes – I knew already	197	**	197	**	**	**	**	**	197	197	**
	27%	**	27%	**	**	**	**	**	27%	27%	**
TOTAL AWARE	591	**	591	**	**	**	**	**	591	591	**
	80%	**	80%	**	**	**	**	**	80%	80%	**
No, I wasn't aware	102	**	102	**	**	**	**	**	102	102	**
	14%	**	14%	**	**	**	**	**	14%	14%	**
Can't remember	41	**	41	**	**	**	**	**	41	41	**
	6%	**	6%	**	**	**	**	**	6%	6%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q23. Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while your number was being transferred from (OLD PROVIDER) to (NEW PROVIDER)?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	567	118	147	302	302	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	567	118	147	302	302	-	-	-	-	-	-	-	-	-	-	-
Total	734	153	190	391	391	-	-	-	-	-	-	-	-	-	-	-
Yes – my previous provider told me	107	49	6	52	52	**	**	**	**	**	**	**	**	**	**	**
	15%	32%	3%	13%	13%	**	**	**	**	**	**	**	**	**	**	**
		bcd		b	b											
Yes – my new provider told me	286	51	78	158	158	**	**	**	**	**	**	**	**	**	**	**
	39%	33%	41%	40%	40%	**	**	**	**	**	**	**	**	**	**	**
Yes – I knew already	197	40	61	96	96	**	**	**	**	**	**	**	**	**	**	**
	27%	26%	32%	25%	25%	**	**	**	**	**	**	**	**	**	**	**
TOTAL AWARE	591	140	145	306	306	**	**	**	**	**	**	**	**	**	**	**
	80%	92%	76%	78%	78%	**	**	**	**	**	**	**	**	**	**	**
		bcd														
No, I wasn't aware	102	8	36	58	58	**	**	**	**	**	**	**	**	**	**	**
	14%	5%	19%	15%	15%	**	**	**	**	**	**	**	**	**	**	**
		a	a	a	a											
Can't remember	41	5	9	27	27	**	**	**	**	**	**	**	**	**	**	**
	6%	3%	5%	7%	7%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q23. Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while your number was being transferred from (OLD PROVIDER) to (NEW PROVIDER)?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	567	-	-	258	305	408	115	44	244	150	86	85	394	171
Effective Weighted Sample	567	-	-	258	305	408	115	44	244	150	86	85	394	171
Total	734	-	-	334	395	528	149	57	316	194	111	110	510	221
Yes – my previous provider told me	107	**	**	49	57	93	10	**	60	25	**	**	84	23
	15%	**	**	15%	14%	18%	7%	**	19%	13%	**	**	16%	11%
						b			f					
Yes – my new provider told me	286	**	**	130	153	208	54	**	135	70	**	**	205	82
	39%	**	**	39%	39%	39%	37%	**	43%	36%	**	**	40%	37%
Yes – I knew already	197	**	**	89	107	140	44	**	74	54	**	**	128	67
	27%	**	**	27%	27%	26%	30%	**	23%	28%	**	**	25%	30%
TOTAL AWARE	591	**	**	268	317	442	109	**	268	149	**	**	417	172
	80%	**	**	80%	80%	84%	73%	**	85%	77%	**	**	82%	78%
						b			b					
No, I wasn't aware	102	**	**	40	62	56	32	**	36	31	**	**	67	35
	14%	**	**	12%	16%	11%	22%	**	11%	16%	**	**	13%	16%
						a								
Can't remember	41	**	**	26	16	31	8	**	12	14	**	**	26	14
	6%	**	**	8%	4%	6%	5%	**	4%	7%	**	**	5%	6%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q23. Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while your number was being transferred from (OLD PROVIDER) to (NEW PROVIDER)?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	567	486	45	22	14	514	53	290	234
Effective Weighted Sample	567	486	45	22	14	514	53	290	234
Total	734	629	58	28	18	666	69	376	303
Yes – my previous provider told me	107	91	**	**	**	102	**	69	31
	15%	14%	**	**	**	15%	**	18% b	10%
Yes – my new provider told me	286	243	**	**	**	256	**	159	119
	39%	39%	**	**	**	39%	**	42%	39%
Yes – I knew already	197	164	**	**	**	179	**	102	78
	27%	26%	**	**	**	27%	**	27%	26%
TOTAL AWARE	591	499	**	**	**	537	**	330	228
	80%	79%	**	**	**	81%	**	88% b	75%
No, I wasn't aware	102	95	**	**	**	89	**	34	60
	14%	15%	**	**	**	13%	**	9%	20% a
Can't remember	41	36	**	**	**	39	**	12	16
	6%	6%	**	**	**	6%	**	3%	5%

Columns Tested: a,b,c,d - a,b - a,b

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

Q24. When you switched, did you experience any period of time that you were unable to make or receive calls or text messages (IF PAC - using your number - so the number you were taking with you from (OLD PROVIDER) to (NEW PROVIDER))?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	911	-	911	-	-	-	-	-	911	567	344
Effective Weighted Sample	903	-	903	-	-	-	-	-	903	567	344
Total	1101	-	1101	-	-	-	-	-	1101	734	367
Yes (IF PAC- I was unable to use my number for a period of time	426	**	426	**	**	**	**	**	426	351	75
	39%	**	39%	**	**	**	**	**	39%	48%	20%
									c	ac	
No (IF PAC - I was able to use my number the whole time	561	**	561	**	**	**	**	**	561	313	247
	51%	**	51%	**	**	**	**	**	51%	43%	67%
									b		ab
Can't remember	115	**	115	**	**	**	**	**	115	70	45
	10%	**	10%	**	**	**	**	**	10%	10%	12%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q24. When you switched, did you experience any period of time that you were unable to make or receive calls or text messages (IF PAC - using your number - so the number you were taking with you from (OLD PROVIDER) to (NEW PROVIDER))?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	911	243	207	461	302	159	125	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	903	241	206	457	302	159	125	-	-	-	-	-	-	-	-	-
Total	1101	286	254	561	391	169	133	-	-	-	-	-	-	-	-	-
Yes (IF PAC- I was unable to use my number for a period of time	426	125	87	214	185	29	33	**	**	**	**	**	**	**	**	**
	39%	44%	34%	38%	47%	17%	25%	**	**	**	**	**	**	**	**	**
		bef	e	ef	bcef											
No (IF PAC - I was able to use my number the whole time	561	132	144	284	167	117	83	**	**	**	**	**	**	**	**	**
	51%	46%	57%	51%	43%	69%	62%	**	**	**	**	**	**	**	**	**
			ad	d		abcd	acd									
Can't remember	115	29	24	62	39	23	17	**	**	**	**	**	**	**	**	**
	10%	10%	9%	11%	10%	14%	13%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q24. When you switched, did you experience any period of time that you were unable to make or receive calls or text messages (IF PAC - using your number - so the number you were taking with you from (OLD PROVIDER) to (NEW PROVIDER))?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Unweighted total	911	-	-	416	481	691	163	56	332	231	151	187	563	338
Effective Weighted Sample	903	-	-	413	477	685	162	56	330	229	150	185	559	335
Total	1101	-	-	503	583	830	200	70	410	281	181	219	690	399
Yes (IF PAC- I was unable to use my number for a period of time	426	**	**	204	219	359	60	**	207	102	59	57	309	116
	39%	**	**	41%	38%	43%	30%	**	51%	36%	33%	26%	45%	29%
						b			bcd	d			bcd	
No (IF PAC - I was able to use my number the whole time	561	**	**	255	295	382	124	**	175	150	99	130	325	229
	51%	**	**	51%	51%	46%	62%	**	43%	53%	55%	59%	47%	57%
							a			a	a	ae		ae
Can't remember	115	**	**	43	68	89	16	**	28	29	22	31	57	54
	10%	**	**	9%	12%	11%	8%	**	7%	10%	12%	14%	8%	13%
											a	ae		ae

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q24. When you switched, did you experience any period of time that you were unable to make or receive calls or text messages (IF PAC - using your number - so the number you were taking with you from (OLD PROVIDER) to (NEW PROVIDER))?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	911	786	69	40	16	826	85	455	380
Effective Weighted Sample	903	779	68	40	16	819	84	451	377
Total	1101	949	84	48	20	998	103	551	459
Yes (IF PAC- I was unable to use my number for a period of time	426	364	**	**	**	387	**	260	143
	39%	38%	**	**	**	39%	**	47% b	31%
No (IF PAC - I was able to use my number the whole time	561	483	**	**	**	505	**	251	271
	51%	51%	**	**	**	51%	**	46%	59% a
Can't remember	115	102	**	**	**	106	**	40	45
	10%	11%	**	**	**	11%	**	7%	10%

Columns Tested: a,b,c,d - a,b - a,b

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

Q25. Which of these applied?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	341	-	341	-	-	-	-	-	341	271	70
Effective Weighted Sample	339	-	339	-	-	-	-	-	339	271	70
Total	426	-	426	-	-	-	-	-	426	351	75
I was unable to receive calls (IF PAC - to my number)	221	**	221	**	**	**	**	**	221	184	**
	52%	**	52%	**	**	**	**	**	52%	52%	**
I was unable to make calls (IF PAC - from my number)	219	**	219	**	**	**	**	**	219	177	**
	51%	**	51%	**	**	**	**	**	51%	51%	**
I was unable to send text messages (IF PAC - from my number)	212	**	212	**	**	**	**	**	212	172	**
	50%	**	50%	**	**	**	**	**	50%	49%	**
I was unable to receive text messages (IF PAC - to my number)	144	**	144	**	**	**	**	**	144	118	**
	34%	**	34%	**	**	**	**	**	34%	34%	**
Can't remember	39	**	39	**	**	**	**	**	39	34	**
	9%	**	9%	**	**	**	**	**	9%	10%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q25. Which of these applied?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	~b	c	d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	341	102	69	170	143	27	31	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	339	101	69	169	143	27	31	-	-	-	-	-	-	-	-	-
Total	426	125	87	214	185	29	33	-	-	-	-	-	-	-	-	-
I was unable to receive calls (IF PAC - to my number)	221	53	**	115	104	**	**	**	**	**	**	**	**	**	**	**
	52%	42%	**	54%	56%	**	**	**	**	**	**	**	**	**	**	**
					a											
I was unable to make calls (IF PAC - from my number)	219	66	**	97	80	**	**	**	**	**	**	**	**	**	**	**
	51%	53%	**	45%	43%	**	**	**	**	**	**	**	**	**	**	**
I was unable to send text messages (IF PAC - from my number)	212	50	**	105	89	**	**	**	**	**	**	**	**	**	**	**
	50%	40%	**	49%	48%	**	**	**	**	**	**	**	**	**	**	**
I was unable to receive text messages (IF PAC - to my number)	144	24	**	69	62	**	**	**	**	**	**	**	**	**	**	**
	34%	20%	**	32%	34%	**	**	**	**	**	**	**	**	**	**	**
				a	a											
Can't remember	39	7	**	16	14	**	**	**	**	**	**	**	**	**	**	**
	9%	6%	**	8%	8%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q25. Which of these applied?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	~b	~c	a	~b	~c	~d	e	~f
Significance Level: 95%														
Unweighted total	341	-	-	164	175	289	47	5	165	81	48	47	246	95
Effective Weighted Sample	339	-	-	163	174	287	47	5	164	81	48	47	245	94
Total	426	-	-	204	219	359	60	6	207	102	59	57	309	116
I was unable to receive calls (IF PAC - to my number)	221	**	**	106	114	182	**	**	117	**	**	**	168	**
	52%	**	**	52%	52%	51%	**	**	56%	**	**	**	54%	**
I was unable to make calls (IF PAC - from my number)	219	**	**	100	119	177	**	**	104	**	**	**	164	**
	51%	**	**	49%	54%	49%	**	**	50%	**	**	**	53%	**
I was unable to send text messages (IF PAC - from my number)	212	**	**	101	111	175	**	**	100	**	**	**	162	**
	50%	**	**	49%	51%	49%	**	**	48%	**	**	**	52%	**
I was unable to receive text messages (IF PAC - to my number)	144	**	**	57	87	108	**	**	63	**	**	**	106	**
	34%	**	**	28%	40%	30%	**	**	31%	**	**	**	34%	**
				a										
Can't remember	39	**	**	10	28	28	**	**	12	**	**	**	23	**
	9%	**	**	5%	13%	8%	**	**	6%	**	**	**	7%	**
				a										

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q25. Which of these applied?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	341	292	28	14	7	310	31	209	114
Effective Weighted Sample	339	290	28	14	7	308	31	208	113
Total	426	364	34	18	9	387	39	260	143
I was unable to receive calls (IF PAC - to my number)	221	192	**	**	**	202	**	128	86
	52%	53%	**	**	**	52%	**	49%	60%
I was unable to make calls (IF PAC - from my number)	219	188	**	**	**	200	**	124	86
	51%	52%	**	**	**	52%	**	48%	60%
									a
I was unable to send text messages (IF PAC - from my number)	212	182	**	**	**	193	**	122	84
	50%	50%	**	**	**	50%	**	47%	58%
									a
I was unable to receive text messages (IF PAC - to my number)	144	130	**	**	**	128	**	70	69
	34%	36%	**	**	**	33%	**	27%	48%
									a
Can't remember	39	35	**	**	**	34	**	14	20
	9%	10%	**	**	**	9%	**	5%	14%
									a

Columns Tested: a,b,c,d - a,b - a,b

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

Q26. How long were you without a service?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	341	-	341	-	-	-	-	-	341	271	70
Effective Weighted Sample	339	-	339	-	-	-	-	-	339	271	70
Total	426	-	426	-	-	-	-	-	426	351	75
A few minutes	(0.1)	46	46	**	**	**	**	**	46	35	**
	11%	**	11%	**	**	**	**	**	11%	10%	**
About an hour	(1.0)	103	103	**	**	**	**	**	103	87	**
	24%	**	24%	**	**	**	**	**	24%	25%	**
A few hours	(3.0)	137	137	**	**	**	**	**	137	120	**
	32%	**	32%	**	**	**	**	**	32%	34%	**
About a day	(14.0)	82	82	**	**	**	**	**	82	67	**
	19%	**	19%	**	**	**	**	**	19%	19%	**
More than a day	(36.0)	48	48	**	**	**	**	**	48	36	**
	11%	**	11%	**	**	**	**	**	11%	10%	**
Can't remember	9	**	9	**	**	**	**	**	9	5	**
	2%	**	2%	**	**	**	**	**	2%	1%	**
Base for stats	416	**	416	**	**	**	**	**	416	346	**
Mean number of hours	8.2	**	8.2	**	**	**	**	**	8.2	7.8	**
Standard deviation	11.18	**	11.18	**	**	**	**	**	11.18	10.81	**
Standard error	.61	**	.61	**	**	**	**	**	.61	.66	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q26. How long were you without a service?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		
		Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
			a	~b	c	d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Significance Level: 95%																	
Unweighted total		341	102	69	170	143	27	31	-	-	-	-	-	-	-	-	-
Effective Weighted Sample		339	101	69	169	143	27	31	-	-	-	-	-	-	-	-	-
Total		426	125	87	214	185	29	33	-	-	-	-	-	-	-	-	-
A few minutes	(0.1)	46	27	**	19	14	**	**	**	**	**	**	**	**	**	**	**
		11%	22%	**	9%	8%	**	**	**	**	**	**	**	**	**	**	**
			cd														
About an hour	(1.0)	103	39	**	56	52	**	**	**	**	**	**	**	**	**	**	**
		24%	31%	**	26%	28%	**	**	**	**	**	**	**	**	**	**	**
A few hours	(3.0)	137	31	**	77	67	**	**	**	**	**	**	**	**	**	**	**
		32%	25%	**	36%	36%	**	**	**	**	**	**	**	**	**	**	**
About a day	(14.0)	82	15	**	38	32	**	**	**	**	**	**	**	**	**	**	**
		19%	12%	**	18%	17%	**	**	**	**	**	**	**	**	**	**	**
More than a day	(36.0)	48	8	**	21	17	**	**	**	**	**	**	**	**	**	**	**
		11%	7%	**	10%	9%	**	**	**	**	**	**	**	**	**	**	**
Can't remember		9	5	**	4	3	**	**	**	**	**	**	**	**	**	**	**
		2%	4%	**	2%	1%	**	**	**	**	**	**	**	**	**	**	**
Base for stats		416	120	**	210	183	**	**	**	**	**	**	**	**	**	**	**
Mean number of hours		8.2	5.3	**	7.5	7.2	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		11.18	9.36	**	10.63	10.32	**	**	**	**	**	**	**	**	**	**	**
Standard error		.61	.95	**	.82	.87	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q26. How long were you without a service?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
Total		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	~b	~c	a	~b	~c	~d	e	~f
Unweighted total	341	-	-	164	175	289	47	5	165	81	48	47	246	95
Effective Weighted Sample	339	-	-	163	174	287	47	5	164	81	48	47	245	94
Total	426	-	-	204	219	359	60	6	207	102	59	57	309	116
A few minutes	(0.1)	46	**	28	17	42	**	**	29	**	**	**	39	**
	11%	**	**	14%	8%	12%	**	**	14%	**	**	**	13%	**
About an hour	(1.0)	103	**	49	52	95	**	**	53	**	**	**	79	**
	24%	**	**	24%	24%	27%	**	**	25%	**	**	**	26%	**
A few hours	(3.0)	137	**	75	61	114	**	**	68	**	**	**	97	**
	32%	**	**	37%	28%	32%	**	**	33%	**	**	**	31%	**
About a day	(14.0)	82	**	28	54	70	**	**	33	**	**	**	57	**
	19%	**	**	14%	25%	19%	**	**	16%	**	**	**	18%	**
					a									
More than a day	(36.0)	48	**	21	27	33	**	**	24	**	**	**	36	**
	11%	**	**	10%	12%	9%	**	**	12%	**	**	**	12%	**
Can't remember		9	**	2	7	6	**	**	-	**	**	**	1	**
	2%	**	**	1%	3%	2%	**	**	-%	**	**	**	0%	**
Base for stats	416	**	**	202	212	354	**	**	207	**	**	**	308	**
Mean number of hours	8.2	**	**	7.0	9.3	7.3	**	**	7.6	**	**	**	8.0	**
Standard deviation	11.18	**	**	10.76	11.52	10.40	**	**	11.24	**	**	**	11.27	**
Standard error	.61	**	**	.85	.89	.62	**	**	.87	**	**	**	.72	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q26. How long were you without a service?

Base : Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	341	292	28	14	7	310	31	209	114
Effective Weighted Sample	339	290	28	14	7	308	31	208	113
Total	426	364	34	18	9	387	39	260	143
A few minutes	(0.1)	46	37	**	**	44	**	33	10
		11%	10%	**	**	11%	**	13%	7%
About an hour	(1.0)	103	89	**	**	100	**	67	30
		24%	24%	**	**	26%	**	26%	21%
A few hours	(3.0)	137	121	**	**	128	**	90	41
		32%	33%	**	**	33%	**	35%	28%
About a day	(14.0)	82	72	**	**	69	**	37	43
		19%	20%	**	**	18%	**	14%	30%
									a
More than a day	(36.0)	48	37	**	**	38	**	26	20
		11%	10%	**	**	10%	**	10%	14%
Can't remember		9	8	**	**	8	**	7	-
		2%	2%	**	**	2%	**	3%	-%
Base for stats	416	356	**	**	**	379	**	253	143
Mean number of hours	8.2	7.9	**	**	**	7.4	**	7.1	10.2
									a
Standard deviation	11.18	10.79	**	**	**	10.68	**	10.69	11.70
Standard error	.61	.64	**	**	**	.61	**	.75	1.10

Columns Tested: a,b,c,d - a,b - a,b

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

Q27. During the period when you were unable to use your mobile number fully, were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who experienced any loss of service with their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	271	-	271	-	-	-	-	-	271	271	-
Effective Weighted Sample	271	-	271	-	-	-	-	-	271	271	-
Total	351	-	351	-	-	-	-	-	351	351	-
Yes – and I used it	153	**	153	**	**	**	**	**	153	153	**
	44%	**	44%	**	**	**	**	**	44%	44%	**
Yes – but I didn't use it	133	**	133	**	**	**	**	**	133	133	**
	38%	**	38%	**	**	**	**	**	38%	38%	**
TOTAL YES	286	**	286	**	**	**	**	**	286	286	**
	82%	**	82%	**	**	**	**	**	82%	82%	**
No – I didn't have access to a temporary number	54	**	54	**	**	**	**	**	54	54	**
	15%	**	15%	**	**	**	**	**	15%	15%	**
Can't remember	10	**	10	**	**	**	**	**	10	10	**
	3%	**	3%	**	**	**	**	**	3%	3%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q27. During the period when you were unable to use your mobile number fully, were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who experienced any loss of service with their number

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	271	71	57	143	143	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	271	71	57	143	143	-	-	-	-	-	-	-	-	-	-	-
Total	351	92	74	185	185	-	-	-	-	-	-	-	-	-	-	-
Yes – and I used it	153	**	**	73	73	**	**	**	**	**	**	**	**	**	**	**
	44%	**	**	39%	39%	**	**	**	**	**	**	**	**	**	**	**
Yes – but I didn't use it	133	**	**	82	82	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	44%	44%	**	**	**	**	**	**	**	**	**	**	**
TOTAL YES	286	**	**	154	154	**	**	**	**	**	**	**	**	**	**	**
	82%	**	**	83%	83%	**	**	**	**	**	**	**	**	**	**	**
No – I didn't have access to a temporary number	54	**	**	27	27	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	15%	15%	**	**	**	**	**	**	**	**	**	**	**
Can't remember	10	**	**	4	4	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	2%	2%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q27. During the period when you were unable to use your mobile number fully, were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who experienced any loss of service with their number

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	~b	~c	a	~b	~c	~d	e	~f
Significance Level: 95%														
Unweighted total	271	-	-	127	143	224	42	5	137	68	34	32	205	66
Effective Weighted Sample	271	-	-	127	143	224	42	5	137	68	34	32	205	66
Total	351	-	-	164	185	290	54	6	177	88	44	41	265	85
Yes – and I used it	153	**	**	71	82	136	**	**	88	**	**	**	117	**
	44%	**	**	43%	44%	47%	**	**	50%	**	**	**	44%	**
Yes – but I didn't use it	133	**	**	66	66	109	**	**	57	**	**	**	101	**
	38%	**	**	40%	36%	38%	**	**	32%	**	**	**	38%	**
TOTAL YES	286	**	**	137	148	245	**	**	145	**	**	**	218	**
	82%	**	**	83%	80%	84%	**	**	82%	**	**	**	82%	**
No – I didn't have access to a temporary number	54	**	**	19	35	41	**	**	28	**	**	**	43	**
	15%	**	**	12%	19%	14%	**	**	16%	**	**	**	16%	**
Can't remember	10	**	**	8	3	4	**	**	4	**	**	**	5	**
	3%	**	**	5%	1%	1%	**	**	2%	**	**	**	2%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q27. During the period when you were unable to use your mobile number fully, were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who experienced any loss of service with their number

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	~b
Unweighted total	271	232	20	12	7	247	24	162	95
Effective Weighted Sample	271	232	20	12	7	247	24	162	95
Total	351	300	26	16	9	320	31	210	123
Yes – and I used it	153	135	**	**	**	139	**	111	**
	44%	45%	**	**	**	43%	**	53%	**
Yes – but I didn't use it	133	115	**	**	**	124	**	73	**
	38%	38%	**	**	**	39%	**	35%	**
TOTAL YES	286	250	**	**	**	263	**	184	**
	82%	83%	**	**	**	82%	**	88%	**
No – I didn't have access to a temporary number	54	41	**	**	**	47	**	23	**
	15%	14%	**	**	**	15%	**	11%	**
Can't remember	10	9	**	**	**	10	**	3	**
	3%	3%	**	**	**	3%	**	1%	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q28. Were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who did not experience any loss of service with their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	296	-	296	-	-	-	-	-	296	296	-
Effective Weighted Sample	296	-	296	-	-	-	-	-	296	296	-
Total	383	-	383	-	-	-	-	-	383	383	-
Yes – and I used it	62	**	62	**	**	**	**	**	62	62	**
	16%	**	16%	**	**	**	**	**	16%	16%	**
Yes – but I didn't use it	168	**	168	**	**	**	**	**	168	168	**
	44%	**	44%	**	**	**	**	**	44%	44%	**
TOTAL YES	231	**	231	**	**	**	**	**	231	231	**
	60%	**	60%	**	**	**	**	**	60%	60%	**
No – I didn't have access to a temporary number	105	**	105	**	**	**	**	**	105	105	**
	27%	**	27%	**	**	**	**	**	27%	27%	**
Can't remember	48	**	48	**	**	**	**	**	48	48	**
	13%	**	13%	**	**	**	**	**	13%	13%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q28. Were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who did not experience any loss of service with their number

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	296	47	90	159	159	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	296	47	90	159	159	-	-	-	-	-	-	-	-	-	-	-
Total	383	61	117	206	206	-	-	-	-	-	-	-	-	-	-	-
Yes – and I used it	62	**	**	35	35	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	17%	17%	**	**	**	**	**	**	**	**	**	**	**
Yes – but I didn't use it	168	**	**	79	79	**	**	**	**	**	**	**	**	**	**	**
	44%	**	**	38%	38%	**	**	**	**	**	**	**	**	**	**	**
TOTAL YES	231	**	**	114	114	**	**	**	**	**	**	**	**	**	**	**
	60%	**	**	55%	55%	**	**	**	**	**	**	**	**	**	**	**
No – I didn't have access to a temporary number	105	**	**	61	61	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	30%	30%	**	**	**	**	**	**	**	**	**	**	**
Can't remember	48	**	**	31	31	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	15%	15%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q28. Were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who did not experience any loss of service with their number

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	~b	~c	a	~b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	296	-	-	131	162	184	73	39	107	82	52	53	189	105
Effective Weighted Sample	296	-	-	131	162	184	73	39	107	82	52	53	189	105
Total	383	-	-	170	210	238	95	51	139	106	67	69	245	136
Yes – and I used it	62	**	**	31	31	47	**	**	32	**	**	**	44	18
	16%	**	**	18%	15%	20%	**	**	23%	**	**	**	18%	13%
Yes – but I didn't use it	168	**	**	71	95	100	**	**	52	**	**	**	98	69
	44%	**	**	42%	45%	42%	**	**	37%	**	**	**	40%	50%
TOTAL YES	231	**	**	102	126	146	**	**	84	**	**	**	142	87
	60%	**	**	60%	60%	61%	**	**	61%	**	**	**	58%	64%
No – I didn't have access to a temporary number	105	**	**	45	58	54	**	**	35	**	**	**	73	32
	27%	**	**	27%	28%	23%	**	**	25%	**	**	**	30%	24%
Can't remember	48	**	**	22	26	38	**	**	19	**	**	**	30	17
	13%	**	**	13%	12%	16%	**	**	14%	**	**	**	12%	12%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q28. Were you provided with a temporary mobile number from your new provider?

Base : Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who did not experience any loss of service with their number

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	b
Significance Level: 95%									
Unweighted total	296	254	25	10	7	267	29	128	139
Effective Weighted Sample	296	254	25	10	7	267	29	128	139
Total	383	329	32	13	9	346	38	166	180
Yes – and I used it	62	54	**	**	**	58	**	28	27
	16%	17%	**	**	**	17%	**	17%	15%
Yes – but I didn't use it	168	139	**	**	**	153	**	79	79
	44%	42%	**	**	**	44%	**	48%	44%
TOTAL YES	231	193	**	**	**	211	**	107	106
	60%	59%	**	**	**	61%	**	65%	59%
No – I didn't have access to a temporary number	105	97	**	**	**	91	**	41	54
	27%	30%	**	**	**	26%	**	25%	30%
Can't remember	48	39	**	**	**	44	**	17	19
	13%	12%	**	**	**	13%	**	10%	11%

Columns Tested: a,b,c,d - a,b - a,b

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

Q29. When you switched, did you experience any period of time without one or more of your services?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1250	852	852	416	436	205	479	168	-	-	-
Effective Weighted Sample	1103	830	830	410	421	205	471	168	-	-	-
Total	1133	630	630	326	304	120	365	145	-	-	-
Yes	380	155	155	77	77	36	84	35	**	**	**
	34%	25%	25%	24%	25%	30%	23%	24%	**	**	**
No	685	439	439	237	202	81	267	91	**	**	**
	60%	70%	70%	73%	66%	68%	73%	63%	**	**	**
				b			c				
Can't remember	68	36	36	11	25	3	15	18	**	**	**
	6%	6%	6%	3%	8%	2%	4%	13%	**	**	**
					a			ab			

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q29. When you switched, did you experience any period of time without one or more of your services?

Base : Those interviewed about their switching experience (except mobile) in the last six months

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	1250	-	-	-	-	-	-	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1103	-	-	-	-	-	-	171	227	-	-	-	-	-	-	-
Total	1133	-	-	-	-	-	-	147	356	-	-	-	-	-	-	-
Yes	380	**	**	**	**	**	**	39	187	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	26%	52%	**	**	**	**	**	**	**
								a								
No	685	**	**	**	**	**	**	100	146	**	**	**	**	**	**	**
	60%	**	**	**	**	**	**	68%	41%	**	**	**	**	**	**	**
								b								
Can't remember	68	**	**	**	**	**	**	9	24	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	6%	7%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q29. When you switched, did you experience any period of time without one or more of your services?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Unweighted total	1250	-	-	566	674	798	350	98	490	344	201	208	834	409
Effective Weighted Sample	1103	-	-	499	595	698	323	92	427	306	180	186	732	366
Total	1133	-	-	518	607	770	283	77	459	308	174	185	767	360
Yes	380	**	**	173	206	296	66	**	174	105	51	50	279	100
	34%	**	**	33%	34%	38%	23%	**	38%	34%	29%	27%	36%	28%
						b			cdf				df	
No	685	**	**	318	364	423	202	**	256	187	115	123	443	238
	60%	**	**	61%	60%	55%	71%	**	56%	61%	66%	67%	58%	66%
						a					ae	ae		ae
Can't remember	68	**	**	27	37	51	15	**	29	16	9	12	45	21
	6%	**	**	5%	6%	7%	5%	**	6%	5%	5%	7%	6%	6%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q29. When you switched, did you experience any period of time without one or more of your services?

Base : Those interviewed about their switching experience (except mobile) in the last six months

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	~c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	1250	1058	101	67	24	1104	146	541	626
Effective Weighted Sample	1103	932	89	60	22	971	134	473	559
Total	1133	960	94	60	20	1007	126	510	548
Yes	380	332	29	**	**	347	33	245	125
	34%	35%	31%	**	**	34% b	26%	48% b	23%
No	685	575	57	**	**	598	87	241	396
	60%	60%	60%	**	**	59%	69% a	47%	72% a
Can't remember	68	54	8	**	**	62	6	25	27
	6%	6%	8%	**	**	6%	5%	5%	5%

Columns Tested: a,b,c,d - a,b - a,b

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

Q30. Which service or services did you lose for a period of time?

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	375	211	211	99	112	61	109	41	-	-	-
Effective Weighted Sample	326	205	205	98	108	61	107	41	-	-	-
Total	380	155	155	77	77	36	84	35	-	-	-
Fixed broadband	215	96	96	**	28	**	77	**	**	**	**
	57%	62%	62%	**	36%	**	92%	**	**	**	**
Landline phone/ line rental	161	70	70	**	31	**	42	**	**	**	**
	42%	45%	45%	**	40%	**	50%	**	**	**	**
Pay TV Service	116	49	49	**	44	**	-	**	**	**	**
	31%	32%	32%	**	57%	**	-%	**	**	**	**
Can't remember	3	2	2	**	1	**	1	**	**	**	**
	1%	1%	1%	**	2%	**	2%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q30. Which service or services did you lose for a period of time?

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	375	-	-	-	-	-	-	45	119	-	-	-	-	-	-	-
Effective Weighted Sample	326	-	-	-	-	-	-	45	119	-	-	-	-	-	-	-
Total	380	-	-	-	-	-	-	39	187	-	-	-	-	-	-	-
Fixed broadband	215	**	**	**	**	**	**	**	91	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	49%	**	**	**	**	**	**	**
Landline phone/ line rental	161	**	**	**	**	**	**	**	82	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	44%	**	**	**	**	**	**	**
Pay TV Service	116	**	**	**	**	**	**	**	68	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	36%	**	**	**	**	**	**	**
Can't remember	3	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q30. Which service or services did you lose for a period of time?

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	~b	~c	a	b	~c	~d	e	f
Unweighted total	375	-	-	168	205	273	79	22	166	104	53	51	270	104
Effective Weighted Sample	326	-	-	145	179	239	71	21	143	92	46	44	235	91
Total	380	-	-	173	206	296	66	18	174	105	51	50	279	100
Fixed broadband	215	**	**	88	127	159	**	**	76	72	**	**	148	66
	57%	**	**	51%	62%	54%	**	**	44%	69%	**	**	53%	66%
					a					ae				ae
Landline phone/ line rental	161	**	**	82	78	118	**	**	81	34	**	**	116	45
	42%	**	**	47%	38%	40%	**	**	47%	33%	**	**	41%	45%
									b					
Pay TV Service	116	**	**	56	60	102	**	**	63	25	**	**	88	28
	31%	**	**	32%	29%	35%	**	**	36%	24%	**	**	32%	28%
									b					
Can't remember	3	**	**	1	2	2	**	**	1	1	**	**	1	1
	1%	**	**	*0%	1%	1%	**	**	*%	1%	**	**	1%	1%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q30. Which service or services did you lose for a period of time?

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	375	329	29	13	4	343	32	236	128
Effective Weighted Sample	326	286	25	12	4	297	29	205	112
Total	380	332	29	16	3	347	33	245	125
Fixed broadband	215	190	**	**	**	193	**	119	88
	57%	57%	**	**	**	56%	**	49%	70%
									a
Landline phone/ line rental	161	139	**	**	**	142	**	109	48
	42%	42%	**	**	**	41%	**	44%	38%
Pay TV Service	116	98	**	**	**	106	**	78	36
	31%	30%	**	**	**	31%	**	32%	29%
Can't remember	3	3	**	**	**	3	**	1	1
	1%	1%	**	**	**	1%	**	1%	1%

Columns Tested: a,b,c,d - a,b - a,b

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

Q31. When you lost access to your Fixed broadband service did you also lose your Landline phone/ line rental service?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed broadband but not their fixed landline service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	61	61	61	45	16	9	52	-	-	-	-
Effective Weighted Sample	60	60	60	45	16	9	51	-	-	-	-
Total	46	46	46	36	10	5	40	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q31. When you lost access to your Fixed broadband service did you also lose your Landline phone/ line rental service?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed broadband but not their fixed landline service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	61	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	60	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	46	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q31. When you lost access to your Fixed broadband service did you also lose your Landline phone/ line rental service?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed broadband but not their fixed landline service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	61	-	-	19	42	32	18	10	14	22	14	10	36	24
Effective Weighted Sample	60	-	-	19	41	31	18	10	14	22	14	10	35	24
Total	46	-	-	14	32	23	14	8	9	18	10	8	27	18
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q31. When you lost access to your Fixed broadband service did you also lose your Landline phone/ line rental service?

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed broadband but not their fixed landline service

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	61	55	6	-	-	59	2	29	30
Effective Weighted Sample	60	54	6	-	-	58	2	29	29
Total	46	41	5	-	-	44	2	23	22
Yes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q32. When you lost access to your Landline phone/ line rental service did you also lose your Fixed broadband service

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed landline but not their fixed broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	32	32	32	11	21	25	7	-	-	-	-
Effective Weighted Sample	31	31	31	11	21	25	7	-	-	-	-
Total	20	20	20	8	12	15	5	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q32. When you lost access to your Landline phone/ line rental service did you also lose your Fixed broadband service

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed landline but not their fixed broadband service

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	32	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	31	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q32. When you lost access to your Landline phone/ line rental service did you also lose your Fixed broadband service

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed landline but not their fixed broadband service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	32	-	-	23	9	15	12	5	27	3	2	-	30	2
Effective Weighted Sample	31	-	-	23	9	15	12	5	27	3	2	-	29	2
Total	20	-	-	14	6	9	7	4	16	2	1	-	19	1
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q32. When you lost access to your Landline phone/ line rental service did you also lose your Fixed broadband service

Base : Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed landline but not their fixed broadband service

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	32	31	-	1	-	29	3	30	2
Effective Weighted Sample	31	30	-	1	-	29	3	30	2
Total	20	19	-	1	-	17	2	18	2
Yes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q33A. How long were you without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

		ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total		166	103	51	52	48	55	-	-	-	-
Effective Weighted Sample		140	100	50	52	48	54	-	-	-	-
Total		161	70	39	31	28	42	-	-	-	-
Under one hour	(0.1)	9	4	**	**	**	**	**	**	**	**
		6%	6%	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	20	14	**	**	**	**	**	**	**	**
		12%	20%	**	**	**	**	**	**	**	**
1 day	(1.0)	32	20	**	**	**	**	**	**	**	**
		20%	29%	**	**	**	**	**	**	**	**
2-3 days	(2.5)	37	12	**	**	**	**	**	**	**	**
		23%	17%	**	**	**	**	**	**	**	**
4-7 days	(5.5)	30	11	**	**	**	**	**	**	**	**
		18%	15%	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	17	5	**	**	**	**	**	**	**	**
		11%	8%	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	10	3	**	**	**	**	**	**	**	**
		6%	5%	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	3	-	**	**	**	**	**	**	**	**
		2%	-%	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	2	-	**	**	**	**	**	**	**	**
		1%	-%	**	**	**	**	**	**	**	**
Don't know		1	1	**	**	**	**	**	**	**	**
		1%	1%	**	**	**	**	**	**	**	**
ONE DAY OR LESS		61	38	**	**	**	**	**	**	**	**
		38%	54%	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		128	61	**	**	**	**	**	**	**	**
		79%	87%	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		155	69	**	**	**	**	**	**	**	**
		96%	99%	**	**	**	**	**	**	**	**
Base for stats		160	69	**	**	**	**	**	**	**	**
Mean number of days		5.7	3.7	**	**	**	**	**	**	**	**
Standard deviation		8.85	5.61	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q33A. How long were you without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
	Total	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	166	103	103	51	52	48	55	-	-	-	-
Effective Weighted Sample	140	100	100	50	52	48	54	-	-	-	-
Total	161	70	70	39	31	28	42	-	-	-	-
Standard error	.69	.56	.56	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q33A. How long were you without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		
		Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
			~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Significance Level: 95%																	
Unweighted total		166	-	-	-	-	-	-	11	52	-	-	-	-	-	-	-
Effective Weighted Sample		140	-	-	-	-	-	-	11	52	-	-	-	-	-	-	-
Total		161	-	-	-	-	-	-	9	82	-	-	-	-	-	-	-
Under one hour	(0.1)	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	37	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		61	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		128	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		79%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		155	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		96%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats		160	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q33A. How long were you without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	166	-	-	-	-	-	-	11	52	-	-	-	-	-	-	-
Effective Weighted Sample	140	-	-	-	-	-	-	11	52	-	-	-	-	-	-	-
Total	161	-	-	-	-	-	-	9	82	-	-	-	-	-	-	-
Mean number of days	5.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	8.85	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.69	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q33A. How long were you without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
Total		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	166	-	-	84	80	110	45	11	82	37	18	29	119	47
Effective Weighted Sample	140	-	-	70	68	93	41	10	69	32	15	25	100	40
Total	161	-	-	82	78	118	34	9	81	34	18	28	116	45
Under one hour	(0.1)	9	**	**	**	7	**	**	**	**	**	**	5	**
	6%	**	**	**	**	6%	**	**	**	**	**	**	4%	**
Up to half a day	(0.5)	20	**	**	**	10	**	**	**	**	**	**	15	**
	12%	**	**	**	**	8%	**	**	**	**	**	**	13%	**
1 day	(1.0)	32	**	**	**	23	**	**	**	**	**	**	26	**
	20%	**	**	**	**	19%	**	**	**	**	**	**	22%	**
2-3 days	(2.5)	37	**	**	**	30	**	**	**	**	**	**	30	**
	23%	**	**	**	**	25%	**	**	**	**	**	**	26%	**
4-7 days	(5.5)	30	**	**	**	24	**	**	**	**	**	**	20	**
	18%	**	**	**	**	20%	**	**	**	**	**	**	17%	**
1-2 weeks	(10.0)	17	**	**	**	15	**	**	**	**	**	**	9	**
	11%	**	**	**	**	13%	**	**	**	**	**	**	7%	**
3-4 weeks	(25.0)	10	**	**	**	5	**	**	**	**	**	**	7	**
	6%	**	**	**	**	5%	**	**	**	**	**	**	6%	**
5-6 weeks	(39.0)	3	**	**	**	3	**	**	**	**	**	**	3	**
	2%	**	**	**	**	3%	**	**	**	**	**	**	3%	**
More than 6 weeks	(50.0)	2	**	**	**	2	**	**	**	**	**	**	2	**
	1%	**	**	**	**	1%	**	**	**	**	**	**	1%	**
Don't know	1	**	**	**	**	-	**	**	**	**	**	**	-	**
	1%	**	**	**	**	-%	**	**	**	**	**	**	-%	**
ONE DAY OR LESS	61	**	**	**	**	39	**	**	**	**	**	**	46	**
	38%	**	**	**	**	33%	**	**	**	**	**	**	40%	**
ONE WEEK OR LESS	128	**	**	**	**	92	**	**	**	**	**	**	95	**
	79%	**	**	**	**	79%	**	**	**	**	**	**	83%	**
UP TO 4 WEEKS	155	**	**	**	**	113	**	**	**	**	**	**	111	**
	96%	**	**	**	**	96%	**	**	**	**	**	**	96%	**
Base for stats	160	**	**	**	**	118	**	**	**	**	**	**	116	**
Mean number of days	5.7	**	**	**	**	6.1	**	**	**	**	**	**	5.8	**
Standard deviation	8.85	**	**	**	**	9.30	**	**	**	**	**	**	9.67	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q33A. How long were you without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	166	-	-	84	80	110	45	11	82	37	18	29	119	47
Effective Weighted Sample	140	-	-	70	68	93	41	10	69	32	15	25	100	40
Total	161	-	-	82	78	118	34	9	81	34	18	28	116	45
Standard error	.69	**	**	**	**	.89	**	**	**	**	**	**	.89	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q33A. How long were you without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

		Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
			ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%			a	~b	~c	~d	a	~b	a	~b
Unweighted total		166	143	15	7	1	146	20	110	51
Effective Weighted Sample		140	120	13	6	1	122	18	92	44
Total		161	139	14	7	1	142	19	109	48
Under one hour	(0.1)	9	9	**	**	**	7	**	6	**
		6%	7%	**	**	**	5%	**	6%	**
Up to half a day	(0.5)	20	15	**	**	**	17	**	10	**
		12%	11%	**	**	**	12%	**	9%	**
1 day	(1.0)	32	30	**	**	**	29	**	26	**
		20%	22%	**	**	**	21%	**	24%	**
2-3 days	(2.5)	37	33	**	**	**	34	**	28	**
		23%	24%	**	**	**	24%	**	26%	**
4-7 days	(5.5)	30	23	**	**	**	25	**	14	**
		18%	17%	**	**	**	18%	**	13%	**
1-2 weeks	(10.0)	17	14	**	**	**	15	**	13	**
		11%	10%	**	**	**	10%	**	12%	**
3-4 weeks	(25.0)	10	8	**	**	**	10	**	8	**
		6%	6%	**	**	**	7%	**	7%	**
5-6 weeks	(39.0)	3	3	**	**	**	2	**	2	**
		2%	2%	**	**	**	1%	**	1%	**
More than 6 weeks	(50.0)	2	2	**	**	**	2	**	2	**
		1%	1%	**	**	**	1%	**	1%	**
Don't know		1	1	**	**	**	1	**	1	**
		1%	*%	**	**	**	1%	**	1%	**
ONE DAY OR LESS		61	55	**	**	**	53	**	42	**
		38%	40%	**	**	**	38%	**	39%	**
ONE WEEK OR LESS		128	111	**	**	**	113	**	84	**
		79%	80%	**	**	**	79%	**	77%	**
UP TO 4 WEEKS		155	134	**	**	**	137	**	105	**
		96%	96%	**	**	**	97%	**	97%	**
Base for stats		160	138	**	**	**	140	**	108	**
Mean number of days		5.7	5.8	**	**	**	5.6	**	5.9	**
Standard deviation		8.85	9.20	**	**	**	8.63	**	9.27	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q33A. How long were you without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	~b
Significance Level: 95%									
Unweighted total	166	143	15	7	1	146	20	110	51
Effective Weighted Sample	140	120	13	6	1	122	18	92	44
Total	161	139	14	7	1	142	19	109	48
Standard error	.69	.77	**	**	**	.72	**	.89	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	166	103	103	51	52	48	55	-	-	-	-
Effective Weighted Sample	140	100	100	50	52	48	54	-	-	-	-
Total	161	70	70	39	31	28	42	-	-	-	-
Yes	85	22	22	**	**	**	**	**	**	**	**
	53%	31%	31%	**	**	**	**	**	**	**	**
No	69	45	45	**	**	**	**	**	**	**	**
	43%	64%	64%	**	**	**	**	**	**	**	**
Can't remember	8	3	3	**	**	**	**	**	**	**	**
	5%	5%	5%	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	161	70	70	**	**	**	**	**	**	**	**
	100%	100%	100%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	166	-	-	-	-	-	-	11	52	-	-	-	-	-	-	-
Effective Weighted Sample	140	-	-	-	-	-	-	11	52	-	-	-	-	-	-	-
Total	161	-	-	-	-	-	-	9	82	-	-	-	-	-	-	-
Yes	85	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	69	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	161	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	166	-	-	84	80	110	45	11	82	37	18	29	119	47
Effective Weighted Sample	140	-	-	70	68	93	41	10	69	32	15	25	100	40
Total	161	-	-	82	78	118	34	9	81	34	18	28	116	45
Yes	85	**	**	**	**	72	**	**	**	**	**	**	64	**
	53%	**	**	**	**	61%	**	**	**	**	**	**	55%	**
No	69	**	**	**	**	42	**	**	**	**	**	**	46	**
	43%	**	**	**	**	36%	**	**	**	**	**	**	39%	**
Can't remember	8	**	**	**	**	4	**	**	**	**	**	**	6	**
	5%	**	**	**	**	3%	**	**	**	**	**	**	6%	**
ANY BREAK IN SERVICE FOR LANDLINE	161	**	**	**	**	118	**	**	**	**	**	**	116	**
	100%	**	**	**	**	100%	**	**	**	**	**	**	100%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	~b
Significance Level: 95%									
Unweighted total	166	143	15	7	1	146	20	110	51
Effective Weighted Sample	140	120	13	6	1	122	18	92	44
Total	161	139	14	7	1	142	19	109	48
Yes	85	75	**	**	**	82	**	68	**
	53%	54%	**	**	**	58%	**	62%	**
No	69	61	**	**	**	53	**	36	**
	43%	44%	**	**	**	37%	**	33%	**
Can't remember	8	3	**	**	**	7	**	5	**
	5%	3%	**	**	**	5%	**	4%	**
ANY BREAK IN SERVICE FOR LANDLINE	161	139	**	**	**	142	**	109	**
	100%	100%	**	**	**	100%	**	100%	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	~c	~a	~b	~c
Unweighted total	856	684	684	416	268	205	479	-	-	-	-
Effective Weighted Sample	750	666	666	410	268	205	471	-	-	-	-
Total	719	485	485	326	159	120	365	-	-	-	-
Yes	85	22	22	6	16	18	4	**	**	**	**
	12%	4%	4%	2%	10%	15%	1%	**	**	**	**
No	69	45	45	31	14	10	35	**	**	**	**
	10%	9%	9%	10%	9%	8%	10%	**	**	**	**
Can't remember	8	3	3	2	1	1	3	**	**	**	**
	1%	1%	1%	1%	1%	*%	1%	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	161	70	70	39	31	28	42	**	**	**	**
	22%	14%	14%	12%	19%	23%	11%	**	**	**	**
NO BREAK IN SERVICE FOR LANDLINE	558	415	415	287	129	92	324	**	**	**	**
	78%	86%	86%	88%	81%	77%	89%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	856	-	-	-	-	-	-	51	121	-	-	-	-	-	-	-
Effective Weighted Sample	750	-	-	-	-	-	-	51	121	-	-	-	-	-	-	-
Total	719	-	-	-	-	-	-	44	190	-	-	-	-	-	-	-
Yes	85	**	**	**	**	**	**	**	60	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	31%	**	**	**	**	**	**	**
No	69	**	**	**	**	**	**	**	20	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	11%	**	**	**	**	**	**	**
Can't remember	8	**	**	**	**	**	**	**	2	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	1%	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	161	**	**	**	**	**	**	**	82	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	43%	**	**	**	**	**	**	**
NO BREAK IN SERVICE FOR LANDLINE	558	**	**	**	**	**	**	**	108	**	**	**	**	**	**	**
	78%	**	**	**	**	**	**	**	57%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	856	-	-	379	473	489	282	84	315	247	144	146	562	290
Effective Weighted Sample	750	-	-	330	417	418	262	79	269	221	127	130	489	257
Total	719	-	-	323	392	437	217	65	272	204	118	122	476	240
Yes	85	**	**	51	33	72	11	**	52	11	10	11	64	21
	12%	**	**	16%	8%	16%	5%	**	19%	5%	9%	9%	13%	9%
				b		b			bcdef				bf	
No	69	**	**	29	40	42	22	**	24	22	7	16	46	23
	10%	**	**	9%	10%	10%	10%	**	9%	11%	6%	13%	10%	10%
												c		
Can't remember	8	**	**	2	5	4	1	**	5	1	1	1	6	1
	1%	**	**	1%	1%	1%	*%	**	2%	1%	1%	*%	1%	*%
ANY BREAK IN SERVICE FOR LANDLINE	161	**	**	82	78	118	34	**	81	34	18	28	116	45
	22%	**	**	25%	20%	27%	16%	**	30%	17%	15%	23%	24%	19%
						b			bcf				bc	
NO BREAK IN SERVICE FOR LANDLINE	558	**	**	241	315	319	182	**	191	170	100	94	360	195
	78%	**	**	75%	80%	73%	84%	**	70%	83%	85%	77%	76%	81%
						a				ae	ae			a

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	b	a	b
Unweighted total	856	727	72	42	15	746	110	367	441
Effective Weighted Sample	750	636	63	38	13	650	99	316	395
Total	719	611	63	34	11	626	93	321	356
Yes	85	75	**	**	**	82	2	68	16
	12%	12%	**	**	**	13% b	3%	21% b	5%
No	69	61	**	**	**	53	16	36	29
	10%	10%	**	**	**	8%	17% a	11%	8%
Can't remember	8	3	**	**	**	7	1	5	3
	1%	1%	**	**	**	1%	1%	1%	1%
ANY BREAK IN SERVICE FOR LANDLINE	161	139	**	**	**	142	19	109	48
	22%	23%	**	**	**	23%	21%	34% b	13%
NO BREAK IN SERVICE FOR LANDLINE	558	472	**	**	**	484	74	213	308
	78%	77%	**	**	**	77%	79%	66%	87% a

Columns Tested: a,b,c,d - a,b - a,b

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

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	166	103	103	51	52	48	55	-	-	-	-
Effective Weighted Sample	140	100	100	50	52	48	54	-	-	-	-
Total	161	70	70	39	31	28	42	-	-	-	-
Delay in installation/ activation	48	25	25	**	**	**	**	**	**	**	**
	30%	36%	36%	**	**	**	**	**	**	**	**
A fault with the line	46	13	13	**	**	**	**	**	**	**	**
	28%	19%	19%	**	**	**	**	**	**	**	**
Delay in delivery of equipment	37	12	12	**	**	**	**	**	**	**	**
	23%	18%	18%	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	35	7	7	**	**	**	**	**	**	**	**
	22%	10%	10%	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	34	8	8	**	**	**	**	**	**	**	**
	21%	12%	12%	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	34	12	12	**	**	**	**	**	**	**	**
	21%	17%	17%	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	34	15	15	**	**	**	**	**	**	**	**
	21%	21%	21%	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	28	9	9	**	**	**	**	**	**	**	**
	17%	13%	13%	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	20	7	7	**	**	**	**	**	**	**	**
	13%	10%	10%	**	**	**	**	**	**	**	**
Other reasons	9	7	7	**	**	**	**	**	**	**	**
	6%	10%	10%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	166	103	103	51	52	48	55	-	-	-	-
Effective Weighted Sample	140	100	100	50	52	48	54	-	-	-	-
Total	161	70	70	39	31	28	42	-	-	-	-
Don't know	3	2	2	**	**	**	**	**	**	**	**
	2%	4%	4%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	166	-	-	-	-	-	-	11	52	-	-	-	-	-	-	-
Effective Weighted Sample	140	-	-	-	-	-	-	11	52	-	-	-	-	-	-	-
Total	161	-	-	-	-	-	-	9	82	-	-	-	-	-	-	-
Delay in installation/ activation	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	46	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	37	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	166	-	-	-	-	-	-	11	52	-	-	-	-	-	-	-
Effective Weighted Sample	140	-	-	-	-	-	-	11	52	-	-	-	-	-	-	-
Total	161	-	-	-	-	-	-	9	82	-	-	-	-	-	-	-
Other reasons	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	~a	~b	a	~b	~c	~a	~b	~c	~d	e	~f
Significance Level: 95%														
Unweighted total	166	-	-	84	80	110	45	11	82	37	18	29	119	47
Effective Weighted Sample	140	-	-	70	68	93	41	10	69	32	15	25	100	40
Total	161	-	-	82	78	118	34	9	81	34	18	28	116	45
Delay in installation/ activation	48	**	**	**	**	30	**	**	**	**	**	**	32	**
	30%	**	**	**	**	25%	**	**	**	**	**	**	27%	**
A fault with the line	46	**	**	**	**	36	**	**	**	**	**	**	35	**
	28%	**	**	**	**	31%	**	**	**	**	**	**	30%	**
Delay in delivery of equipment	37	**	**	**	**	33	**	**	**	**	**	**	27	**
	23%	**	**	**	**	28%	**	**	**	**	**	**	23%	**
The wrong equipment was provided/ needed something extra	35	**	**	**	**	33	**	**	**	**	**	**	27	**
	22%	**	**	**	**	28%	**	**	**	**	**	**	23%	**
Problems/ a fault with the equipment provided	34	**	**	**	**	30	**	**	**	**	**	**	23	**
	21%	**	**	**	**	26%	**	**	**	**	**	**	20%	**
I cancelled my previous service before arranging the new one	34	**	**	**	**	29	**	**	**	**	**	**	27	**
	21%	**	**	**	**	25%	**	**	**	**	**	**	23%	**
The new provider gave me a starting date that was after the end of my previous contract	34	**	**	**	**	24	**	**	**	**	**	**	23	**
	21%	**	**	**	**	20%	**	**	**	**	**	**	20%	**
Previous service not cancelled correctly	28	**	**	**	**	24	**	**	**	**	**	**	18	**
	17%	**	**	**	**	21%	**	**	**	**	**	**	16%	**
To switch on a particular date that I wanted	20	**	**	**	**	20	**	**	**	**	**	**	16	**
	13%	**	**	**	**	17%	**	**	**	**	**	**	14%	**
Other reasons	9	**	**	**	**	4	**	**	**	**	**	**	7	**
	6%	**	**	**	**	3%	**	**	**	**	**	**	6%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	166	-	-	84	80	110	45	11	82	37	18	29	119	47
Effective Weighted Sample	140	-	-	70	68	93	41	10	69	32	15	25	100	40
Total	161	-	-	82	78	118	34	9	81	34	18	28	116	45
Don't know	3	**	**	**	**	1	**	**	**	**	**	**	2	**
	2%	**	**	**	**	1%	**	**	**	**	**	**	1%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	~b
Unweighted total	166	143	15	7	1	146	20	110	51
Effective Weighted Sample	140	120	13	6	1	122	18	92	44
Total	161	139	14	7	1	142	19	109	48
Delay in installation/ activation	48	38	**	**	**	41	**	25	**
	30%	27%	**	**	**	29%	**	23%	**
A fault with the line	46	41	**	**	**	38	**	31	**
	28%	30%	**	**	**	27%	**	28%	**
Delay in delivery of equipment	37	34	**	**	**	35	**	29	**
	23%	24%	**	**	**	25%	**	27%	**
The wrong equipment was provided/ needed something extra	35	34	**	**	**	32	**	33	**
	22%	24%	**	**	**	23%	**	31%	**
Problems/ a fault with the equipment provided	34	30	**	**	**	34	**	28	**
	21%	21%	**	**	**	24%	**	26%	**
I cancelled my previous service before arranging the new one	34	30	**	**	**	33	**	26	**
	21%	21%	**	**	**	23%	**	24%	**
The new provider gave me a starting date that was after the end of my previous contract	34	32	**	**	**	30	**	26	**
	21%	23%	**	**	**	21%	**	24%	**
Previous service not cancelled correctly	28	25	**	**	**	26	**	26	**
	17%	18%	**	**	**	18%	**	24%	**
To switch on a particular date that I wanted	20	19	**	**	**	20	**	15	**
	13%	14%	**	**	**	14%	**	14%	**
Other reasons	9	6	**	**	**	5	**	3	**
	6%	4%	**	**	**	3%	**	3%	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	~b
Significance Level: 95%									
Unweighted total	166	143	15	7	1	146	20	110	51
Effective Weighted Sample	140	120	13	6	1	122	18	92	44
Total	161	139	14	7	1	142	19	109	48
Don't know	3	2	**	**	**	3	**	2	**
	2%	2%	**	**	**	2%	**	2%	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	88	67	67	42	25	18	49	-	-	-	-
Effective Weighted Sample	77	65	65	42	25	18	48	-	-	-	-
Total	76	48	48	33	15	11	38	-	-	-	-
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	88	67	67	42	25	18	49	-	-	-	-
Effective Weighted Sample	77	65	65	42	25	18	48	-	-	-	-
Total	76	48	48	33	15	11	38	-	-	-	-
Other reasons	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	88	-	-	-	-	-	-	7	14	-	-	-	-	-	-	-
Effective Weighted Sample	77	-	-	-	-	-	-	7	14	-	-	-	-	-	-	-
Total	76	-	-	-	-	-	-	6	22	-	-	-	-	-	-	-
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	88	-	-	-	-	-	-	7	14	-	-	-	-	-	-	-
Effective Weighted Sample	77	-	-	-	-	-	-	7	14	-	-	-	-	-	-	-
Total	76	-	-	-	-	-	-	6	22	-	-	-	-	-	-	-
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Significance Level: 95%														
Unweighted total	88	-	-	35	52	49	30	9	29	28	11	20	57	31
Effective Weighted Sample	77	-	-	31	46	42	28	8	26	25	11	17	50	28
Total	76	-	-	31	45	46	23	8	29	23	7	17	52	24
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Significance Level: 95%														
Unweighted total	88	-	-	35	52	49	30	9	29	28	11	20	57	31
Effective Weighted Sample	77	-	-	31	46	42	28	8	26	25	11	17	50	28
Total	76	-	-	31	45	46	23	8	29	23	7	17	52	24
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	88	73	10	5	-	70	18	45	39
Effective Weighted Sample	77	64	9	5	-	61	16	39	35
Total	76	64	8	4	-	60	17	41	32
Delay in installation/ activation	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	88	73	10	5	-	70	18	45	39
Effective Weighted Sample	77	64	9	5	-	61	16	39	35
Total	76	64	8	4	-	60	17	41	32
Other reasons	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	223	132	132	85	47	32	100	-	-	-	-
Effective Weighted Sample	194	129	129	84	47	32	98	-	-	-	-
Total	215	96	96	68	28	19	77	-	-	-	-
Under one hour	(0.1)	11	7	**	**	**	7	**	**	**	**
	5%	7%	7%	**	**	**	9%	**	**	**	**
Up to half a day	(0.5)	34	22	**	**	**	19	**	**	**	**
	16%	23%	23%	**	**	**	24%	**	**	**	**
1 day	(1.0)	47	19	**	**	**	16	**	**	**	**
	22%	19%	19%	**	**	**	20%	**	**	**	**
2-3 days	(2.5)	32	13	**	**	**	7	**	**	**	**
	15%	13%	13%	**	**	**	10%	**	**	**	**
4-7 days	(5.5)	37	18	**	**	**	13	**	**	**	**
	17%	18%	18%	**	**	**	17%	**	**	**	**
1-2 weeks	(10.0)	35	9	**	**	**	9	**	**	**	**
	16%	10%	10%	**	**	**	12%	**	**	**	**
3-4 weeks	(25.0)	10	6	**	**	**	5	**	**	**	**
	5%	6%	6%	**	**	**	6%	**	**	**	**
5-6 weeks	(39.0)	7	1	**	**	**	1	**	**	**	**
	3%	1%	1%	**	**	**	1%	**	**	**	**
More than 6 weeks	(50.0)	3	1	**	**	**	1	**	**	**	**
	2%	1%	1%	**	**	**	1%	**	**	**	**
Don't know		1	1	**	**	**	-	**	**	**	**
	*%	1%	1%	**	**	**	-%	**	**	**	**
ONE DAY OR LESS		91	47	**	**	**	41	**	**	**	**
	42%	49%	49%	**	**	**	53%	**	**	**	**
ONE WEEK OR LESS		159	77	**	**	**	61	**	**	**	**
	74%	81%	81%	**	**	**	79%	**	**	**	**
UP TO 4 WEEKS		204	93	**	**	**	75	**	**	**	**
	95%	97%	97%	**	**	**	98%	**	**	**	**
Base for stats		214	95	**	**	**	77	**	**	**	**
Mean number of days		6.5	5.3	**	**	**	5.3	**	**	**	**
Standard deviation		9.93	8.59	**	**	**	8.62	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	223	132	132	85	47	32	100	-	-	-	-
Effective Weighted Sample	194	129	129	84	47	32	98	-	-	-	-
Total	215	96	96	68	28	19	77	-	-	-	-
Standard error	.67	.75	.75	**	**	**	.86	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		
		Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
			~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Significance Level: 95%																	
Unweighted total		223	-	-	-	-	-	-	33	58	-	-	-	-	-	-	-
Effective Weighted Sample		194	-	-	-	-	-	-	33	58	-	-	-	-	-	-	-
Total		215	-	-	-	-	-	-	28	91	-	-	-	-	-	-	-
Under one hour	(0.1)	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	47	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	37	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		91	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		159	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		74%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		204	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		95%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats		214	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	223	-	-	-	-	-	-	33	58	-	-	-	-	-	-	-
Effective Weighted Sample	194	-	-	-	-	-	-	33	58	-	-	-	-	-	-	-
Total	215	-	-	-	-	-	-	28	91	-	-	-	-	-	-	-
Mean number of days	6.5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	9.93	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.67	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
Total		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	223	-	-	89	134	153	53	16	75	74	35	38	149	73
Effective Weighted Sample	194	-	-	77	117	133	49	15	65	65	30	33	130	63
Total	215	-	-	88	127	159	43	13	76	72	32	34	148	66
Under one hour	(0.1)	11	**	**	**	5	**	**	**	**	**	**	4	**
	5%	**	**	**	4%	3%	**	**	**	**	**	**	3%	**
Up to half a day	(0.5)	34	**	**	**	19	**	**	**	**	**	**	28	**
	16%	**	**	**	15%	12%	**	**	**	**	**	**	19%	**
1 day	(1.0)	47	**	**	**	34	**	**	**	**	**	**	34	**
	22%	**	**	**	19%	21%	**	**	**	**	**	**	23%	**
2-3 days	(2.5)	32	**	**	**	29	**	**	**	**	**	**	26	**
	15%	**	**	**	14%	19%	**	**	**	**	**	**	17%	**
4-7 days	(5.5)	37	**	**	**	28	**	**	**	**	**	**	22	**
	17%	**	**	**	19%	18%	**	**	**	**	**	**	15%	**
1-2 weeks	(10.0)	35	**	**	**	29	**	**	**	**	**	**	25	**
	16%	**	**	**	18%	18%	**	**	**	**	**	**	17%	**
3-4 weeks	(25.0)	10	**	**	**	4	**	**	**	**	**	**	5	**
	5%	**	**	**	5%	3%	**	**	**	**	**	**	3%	**
5-6 weeks	(39.0)	7	**	**	**	7	**	**	**	**	**	**	3	**
	3%	**	**	**	2%	4%	**	**	**	**	**	**	2%	**
More than 6 weeks	(50.0)	3	**	**	**	3	**	**	**	**	**	**	2	**
	2%	**	**	**	3%	2%	**	**	**	**	**	**	1%	**
Don't know	1	**	**	**	1	-	**	**	**	**	**	**	-	**
	*%	**	**	**	*%	-%	**	**	**	**	**	**	-%	**
ONE DAY OR LESS	91	**	**	**	50	58	**	**	**	**	**	**	66	**
	42%	**	**	**	39%	36%	**	**	**	**	**	**	44%	**
ONE WEEK OR LESS	159	**	**	**	91	115	**	**	**	**	**	**	113	**
	74%	**	**	**	72%	73%	**	**	**	**	**	**	76%	**
UP TO 4 WEEKS	204	**	**	**	121	148	**	**	**	**	**	**	144	**
	95%	**	**	**	95%	94%	**	**	**	**	**	**	97%	**
Base for stats	214	**	**	**	127	159	**	**	**	**	**	**	148	**
Mean number of days	6.5	**	**	**	6.8	7.0	**	**	**	**	**	**	5.5	**
Standard deviation	9.93	**	**	**	10.24	10.61	**	**	**	**	**	**	8.56	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	223	-	-	89	134	153	53	16	75	74	35	38	149	73
Effective Weighted Sample	194	-	-	77	117	133	49	15	65	65	30	33	130	63
Total	215	-	-	88	127	159	43	13	76	72	32	34	148	66
Standard error	.67	**	**	**	.89	.86	**	**	**	**	**	**	.70	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

		Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
			ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%			a	~b	~c	~d	a	~b	a	~b
Unweighted total		223	196	18	7	2	202	21	119	96
Effective Weighted Sample		194	170	16	6	2	175	19	104	83
Total		215	190	16	8	2	193	22	119	88
Under one hour	(0.1)	11	10	**	**	**	7	**	6	**
		5%	5%	**	**	**	4%	**	5%	**
Up to half a day	(0.5)	34	28	**	**	**	32	**	17	**
		16%	15%	**	**	**	17%	**	14%	**
1 day	(1.0)	47	42	**	**	**	42	**	23	**
		22%	22%	**	**	**	22%	**	20%	**
2-3 days	(2.5)	32	29	**	**	**	30	**	17	**
		15%	15%	**	**	**	15%	**	14%	**
4-7 days	(5.5)	37	30	**	**	**	31	**	19	**
		17%	16%	**	**	**	16%	**	16%	**
1-2 weeks	(10.0)	35	33	**	**	**	32	**	25	**
		16%	18%	**	**	**	16%	**	21%	**
3-4 weeks	(25.0)	10	9	**	**	**	9	**	7	**
		5%	5%	**	**	**	5%	**	6%	**
5-6 weeks	(39.0)	7	6	**	**	**	5	**	4	**
		3%	3%	**	**	**	3%	**	3%	**
More than 6 weeks	(50.0)	3	3	**	**	**	3	**	2	**
		2%	2%	**	**	**	2%	**	1%	**
Don't know		1	1	**	**	**	1	**	1	**
		*%	*%	**	**	**	*%	**	*%	**
ONE DAY OR LESS		91	79	**	**	**	82	**	46	**
		42%	42%	**	**	**	42%	**	39%	**
ONE WEEK OR LESS		159	138	**	**	**	143	**	82	**
		74%	73%	**	**	**	74%	**	69%	**
UP TO 4 WEEKS		204	181	**	**	**	184	**	113	**
		95%	95%	**	**	**	95%	**	95%	**
Base for stats		214	189	**	**	**	192	**	119	**
Mean number of days		6.5	6.5	**	**	**	6.4	**	6.9	**
Standard deviation		9.93	9.93	**	**	**	9.89	**	9.85	**
Columns Tested: a,b,c,d - a,b - a,b										

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

Q33B. How long were you without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	~b
Significance Level: 95%									
Unweighted total	223	196	18	7	2	202	21	119	96
Effective Weighted Sample	194	170	16	6	2	175	19	104	83
Total	215	190	16	8	2	193	22	119	88
Standard error	.67	.71	**	**	**	.70	**	.91	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	223	132	132	85	47	32	100	-	-	-	-
Effective Weighted Sample	194	129	129	84	47	32	98	-	-	-	-
Total	215	96	96	68	28	19	77	-	-	-	-
Yes	69	10	10	**	**	**	8	**	**	**	**
	32%	11%	11%	**	**	**	10%	**	**	**	**
No	131	79	79	**	**	**	65	**	**	**	**
	61%	83%	83%	**	**	**	84%	**	**	**	**
Can't remember	15	6	6	**	**	**	5	**	**	**	**
	7%	7%	7%	**	**	**	6%	**	**	**	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	215	96	96	**	**	**	77	**	**	**	**
	100%	100%	100%	**	**	**	100%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	223	-	-	-	-	-	-	33	58	-	-	-	-	-	-	-
Effective Weighted Sample	194	-	-	-	-	-	-	33	58	-	-	-	-	-	-	-
Total	215	-	-	-	-	-	-	28	91	-	-	-	-	-	-	-
Yes	69	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	131	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	61%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	215	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	~a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Significance Level: 95%														
Unweighted total	223	-	-	89	134	153	53	16	75	74	35	38	149	73
Effective Weighted Sample	194	-	-	77	117	133	49	15	65	65	30	33	130	63
Total	215	-	-	88	127	159	43	13	76	72	32	34	148	66
Yes	69	**	**	**	32	64	**	**	**	**	**	**	56	**
	32%	**	**	**	25%	40%	**	**	**	**	**	**	37%	**
No	131	**	**	**	85	84	**	**	**	**	**	**	83	**
	61%	**	**	**	67%	53%	**	**	**	**	**	**	56%	**
Can't remember	15	**	**	**	10	11	**	**	**	**	**	**	10	**
	7%	**	**	**	8%	7%	**	**	**	**	**	**	7%	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	215	**	**	**	127	159	**	**	**	**	**	**	148	**
	100%	**	**	**	100%	100%	**	**	**	**	**	**	100%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	~b
Significance Level: 95%									
Unweighted total	223	196	18	7	2	202	21	119	96
Effective Weighted Sample	194	170	16	6	2	175	19	104	83
Total	215	190	16	8	2	193	22	119	88
Yes	69	60	**	**	**	65	**	44	**
	32%	32%	**	**	**	34%	**	37%	**
No	131	118	**	**	**	115	**	69	**
	61%	62%	**	**	**	59%	**	57%	**
Can't remember	15	12	**	**	**	14	**	7	**
	7%	7%	**	**	**	7%	**	6%	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	215	190	**	**	**	193	**	119	**
	100%	100%	**	**	**	100%	**	100%	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	939	684	684	416	268	205	479	-	-	-	-
Effective Weighted Sample	828	666	666	410	268	205	471	-	-	-	-
Total	797	485	485	326	159	120	365	-	-	-	-
Yes	69	10	10	5	5	2	8	**	**	**	**
	9%	2%	2%	1%	3%	2%	2%	**	**	**	**
No	131	79	79	58	21	15	65	**	**	**	**
	16%	16%	16%	18%	13%	12%	18%	**	**	**	**
Can't remember	15	6	6	5	1	2	5	**	**	**	**
	2%	1%	1%	2%	1%	1%	1%	**	**	**	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	215	96	96	68	28	19	77	**	**	**	**
	27%	20%	20%	21%	18%	16%	21%	**	**	**	**
NO BREAK IN SERVICE FOR FIXED BROADBAND	582	389	389	258	131	101	288	**	**	**	**
	73%	80%	80%	79%	82%	84%	79%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	939	-	-	-	-	-	-	125	130	-	-	-	-	-	-	-
Effective Weighted Sample	828	-	-	-	-	-	-	125	130	-	-	-	-	-	-	-
Total	797	-	-	-	-	-	-	107	204	-	-	-	-	-	-	-
Yes	69	**	**	**	**	**	**	5	53	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	5%	26%	**	**	**	**	**	**	**
									a							
No	131	**	**	**	**	**	**	17	35	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	16%	17%	**	**	**	**	**	**	**
Can't remember	15	**	**	**	**	**	**	6	3	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	6%	2%	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	215	**	**	**	**	**	**	28	91	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	26%	45%	**	**	**	**	**	**	**
									a							
NO BREAK IN SERVICE FOR FIXED BROADBAND	582	**	**	**	**	**	**	79	113	**	**	**	**	**	**	**
	73%	**	**	**	**	**	**	74%	55%	**	**	**	**	**	**	**
									b							

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Unweighted total	939	-	-	404	532	554	295	87	340	273	158	162	613	320
Effective Weighted Sample	828	-	-	357	468	479	275	82	296	243	140	145	538	285
Total	797	-	-	339	455	498	228	67	289	233	133	137	522	270
Yes	69	**	**	36	32	64	5	**	33	22	7	6	56	13
	9%	**	**	11%	7%	13%	2%	**	11%	10%	5%	4%	11%	5%
						b			cdf	f			cdf	
No	131	**	**	46	85	84	36	**	37	46	21	26	83	48
	16%	**	**	14%	19%	17%	16%	**	13%	20%	16%	19%	16%	18%
					a					a				
Can't remember	15	**	**	5	10	11	2	**	6	4	4	1	10	5
	2%	**	**	2%	2%	2%	1%	**	2%	2%	3%	1%	2%	2%
ANY BREAK IN SERVICE FOR FIXED BROADBAND	215	**	**	88	127	159	43	**	76	72	32	34	148	66
	27%	**	**	26%	28%	32%	19%	**	26%	31%	24%	25%	28%	25%
						b								
NO BREAK IN SERVICE FOR FIXED BROADBAND	582	**	**	251	328	340	186	**	213	160	101	103	373	203
	73%	**	**	74%	72%	68%	81%	**	74%	69%	76%	75%	72%	75%
						a								

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	939	796	76	49	18	824	115	383	501
Effective Weighted Sample	828	701	67	45	16	724	104	334	447
Total	797	676	67	40	14	699	97	330	419
Yes	69	60	**	**	**	65	4	44	23
	9%	9%	**	**	**	9%	4%	13%	5%
								b	
No	131	118	**	**	**	115	16	69	56
	16%	17%	**	**	**	16%	17%	21%	13%
								b	
Can't remember	15	12	**	**	**	14	2	7	9
	2%	2%	**	**	**	2%	2%	2%	2%
ANY BREAK IN SERVICE FOR FIXED BROADBAND	215	190	**	**	**	193	22	119	88
	27%	28%	**	**	**	28%	23%	36%	21%
								b	
NO BREAK IN SERVICE FOR FIXED BROADBAND	582	486	**	**	**	507	75	211	332
	73%	72%	**	**	**	72%	77%	64%	79%
								a	

Columns Tested: a,b,c,d - a,b - a,b

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

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	223	132	132	85	47	32	100	-	-	-	-
Effective Weighted Sample	194	129	129	84	47	32	98	-	-	-	-
Total	215	96	96	68	28	19	77	-	-	-	-
Delay in installation/ activation	85	43	43	**	**	**	35	**	**	**	**
	39%	44%	44%	**	**	**	45%	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	51	11	11	**	**	**	8	**	**	**	**
	24%	11%	11%	**	**	**	10%	**	**	**	**
A fault with the line	45	13	13	**	**	**	11	**	**	**	**
	21%	14%	14%	**	**	**	14%	**	**	**	**
Delay in delivery of equipment	41	10	10	**	**	**	9	**	**	**	**
	19%	11%	11%	**	**	**	11%	**	**	**	**
I cancelled my previous service before arranging the new one	39	12	12	**	**	**	10	**	**	**	**
	18%	13%	13%	**	**	**	13%	**	**	**	**
Problems/ a fault with the equipment provided	37	8	8	**	**	**	4	**	**	**	**
	17%	8%	8%	**	**	**	5%	**	**	**	**
Previous service not cancelled correctly	32	5	5	**	**	**	3	**	**	**	**
	15%	6%	6%	**	**	**	4%	**	**	**	**
To switch on a particular date that I wanted	31	8	8	**	**	**	5	**	**	**	**
	14%	8%	8%	**	**	**	6%	**	**	**	**
The wrong equipment was provided/ needed something extra	26	5	5	**	**	**	2	**	**	**	**
	12%	5%	5%	**	**	**	3%	**	**	**	**
Other reasons	11	7	7	**	**	**	6	**	**	**	**
	5%	7%	7%	**	**	**	7%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	223	132	132	85	47	32	100	-	-	-	-
Effective Weighted Sample	194	129	129	84	47	32	98	-	-	-	-
Total	215	96	96	68	28	19	77	-	-	-	-
Don't know	8	8	8	**	**	**	7	**	**	**	**
	4%	9%	9%	**	**	**	9%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	223	-	-	-	-	-	-	33	58	-	-	-	-	-	-	-
Effective Weighted Sample	194	-	-	-	-	-	-	33	58	-	-	-	-	-	-	-
Total	215	-	-	-	-	-	-	28	91	-	-	-	-	-	-	-
Delay in installation/ activation	85	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	51	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	39	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	37	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	223	-	-	-	-	-	-	33	58	-	-	-	-	-	-	-
Effective Weighted Sample	194	-	-	-	-	-	-	33	58	-	-	-	-	-	-	-
Total	215	-	-	-	-	-	-	28	91	-	-	-	-	-	-	-
Other reasons	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	223	-	-	89	134	153	53	16	75	74	35	38	149	73
Effective Weighted Sample	194	-	-	77	117	133	49	15	65	65	30	33	130	63
Total	215	-	-	88	127	159	43	13	76	72	32	34	148	66
Delay in installation/ activation	85	**	**	**	52	54	**	**	**	**	**	**	58	**
	39%	**	**	**	41%	34%	**	**	**	**	**	**	39%	**
The new provider gave me a starting date that was after the end of my previous contract	51	**	**	**	30	45	**	**	**	**	**	**	35	**
	24%	**	**	**	23%	28%	**	**	**	**	**	**	24%	**
A fault with the line	45	**	**	**	26	37	**	**	**	**	**	**	31	**
	21%	**	**	**	20%	23%	**	**	**	**	**	**	21%	**
Delay in delivery of equipment	41	**	**	**	26	36	**	**	**	**	**	**	26	**
	19%	**	**	**	20%	22%	**	**	**	**	**	**	17%	**
I cancelled my previous service before arranging the new one	39	**	**	**	17	35	**	**	**	**	**	**	25	**
	18%	**	**	**	14%	22%	**	**	**	**	**	**	17%	**
Problems/ a fault with the equipment provided	37	**	**	**	18	34	**	**	**	**	**	**	27	**
	17%	**	**	**	14%	22%	**	**	**	**	**	**	18%	**
Previous service not cancelled correctly	32	**	**	**	14	30	**	**	**	**	**	**	19	**
	15%	**	**	**	11%	19%	**	**	**	**	**	**	13%	**
To switch on a particular date that I wanted	31	**	**	**	14	29	**	**	**	**	**	**	24	**
	14%	**	**	**	11%	19%	**	**	**	**	**	**	16%	**
The wrong equipment was provided/ needed something extra	26	**	**	**	12	24	**	**	**	**	**	**	18	**
	12%	**	**	**	10%	15%	**	**	**	**	**	**	12%	**
Other reasons	11	**	**	**	9	6	**	**	**	**	**	**	10	**
	5%	**	**	**	7%	4%	**	**	**	**	**	**	7%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	223	-	-	89	134	153	53	16	75	74	35	38	149	73
Effective Weighted Sample	194	-	-	77	117	133	49	15	65	65	30	33	130	63
Total	215	-	-	88	127	159	43	13	76	72	32	34	148	66
Don't know	8	**	**	**	5	3	**	**	**	**	**	**	5	**
	4%	**	**	**	4%	2%	**	**	**	**	**	**	3%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	~b
Unweighted total	223	196	18	7	2	202	21	119	96
Effective Weighted Sample	194	170	16	6	2	175	19	104	83
Total	215	190	16	8	2	193	22	119	88
Delay in installation/ activation	85	71	**	**	**	76	**	42	**
	39%	37%	**	**	**	39%	**	35%	**
The new provider gave me a starting date that was after the end of my previous contract	51	50	**	**	**	47	**	34	**
	24%	26%	**	**	**	25%	**	28%	**
A fault with the line	45	39	**	**	**	36	**	23	**
	21%	20%	**	**	**	19%	**	19%	**
Delay in delivery of equipment	41	39	**	**	**	38	**	30	**
	19%	20%	**	**	**	20%	**	25%	**
I cancelled my previous service before arranging the new one	39	33	**	**	**	38	**	30	**
	18%	17%	**	**	**	20%	**	25%	**
Problems/ a fault with the equipment provided	37	31	**	**	**	31	**	24	**
	17%	16%	**	**	**	16%	**	20%	**
Previous service not cancelled correctly	32	29	**	**	**	29	**	19	**
	15%	15%	**	**	**	15%	**	16%	**
To switch on a particular date that I wanted	31	27	**	**	**	29	**	23	**
	14%	14%	**	**	**	15%	**	19%	**
The wrong equipment was provided/ needed something extra	26	21	**	**	**	24	**	20	**
	12%	11%	**	**	**	13%	**	17%	**
Other reasons	11	8	**	**	**	9	**	3	**
	5%	4%	**	**	**	4%	**	3%	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	~b
Significance Level: 95%									
Unweighted total	223	196	18	7	2	202	21	119	96
Effective Weighted Sample	194	170	16	6	2	175	19	104	83
Total	215	190	16	8	2	193	22	119	88
Don't know	8	8	**	**	**	7	**	6	**
	4%	4%	**	**	**	3%	**	5%	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	168	117	117	79	38	28	89	-	-	-	-
Effective Weighted Sample	150	114	114	78	38	28	88	-	-	-	-
Total	146	86	86	63	23	16	69	-	-	-	-
Delay in installation/ activation	70	41	41	**	**	**	**	**	**	**	**
	47%	48%	48%	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	29	10	10	**	**	**	**	**	**	**	**
	19%	12%	12%	**	**	**	**	**	**	**	**
Delay in delivery of equipment	23	10	10	**	**	**	**	**	**	**	**
	15%	11%	11%	**	**	**	**	**	**	**	**
A fault with the line	21	10	10	**	**	**	**	**	**	**	**
	15%	12%	12%	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	19	8	8	**	**	**	**	**	**	**	**
	13%	9%	9%	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	17	5	5	**	**	**	**	**	**	**	**
	11%	5%	5%	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	16	6	6	**	**	**	**	**	**	**	**
	11%	7%	7%	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	11	5	5	**	**	**	**	**	**	**	**
	7%	6%	6%	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	10	3	3	**	**	**	**	**	**	**	**
	7%	3%	3%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	168	117	117	79	38	28	89	-	-	-	-
Effective Weighted Sample	150	114	114	78	38	28	88	-	-	-	-
Total	146	86	86	63	23	16	69	-	-	-	-
Other reasons	10	6	6	**	**	**	**	**	**	**	**
	7%	7%	7%	**	**	**	**	**	**	**	**
Don't know	8	8	8	**	**	**	**	**	**	**	**
	5%	9%	9%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	168	-	-	-	-	-	-	27	24	-	-	-	-	-	-	-
Effective Weighted Sample	150	-	-	-	-	-	-	27	24	-	-	-	-	-	-	-
Total	146	-	-	-	-	-	-	23	38	-	-	-	-	-	-	-
Delay in installation/ activation	70	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	29	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	168	-	-	-	-	-	-	27	24	-	-	-	-	-	-	-
Effective Weighted Sample	150	-	-	-	-	-	-	27	24	-	-	-	-	-	-	-
Total	146	-	-	-	-	-	-	23	38	-	-	-	-	-	-	-
Other reasons	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	~a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Significance Level: 95%														
Unweighted total	168	-	-	61	107	103	48	16	48	56	30	33	104	63
Effective Weighted Sample	150	-	-	55	95	90	45	15	43	51	27	29	93	56
Total	146	-	-	52	95	95	38	13	43	50	25	28	93	53
Delay in installation/ activation	70	**	**	**	45	40	**	**	**	**	**	**	44	**
	47%	**	**	**	48%	42%	**	**	**	**	**	**	48%	**
The new provider gave me a starting date that was after the end of my previous contract	29	**	**	**	19	22	**	**	**	**	**	**	18	**
	19%	**	**	**	20%	23%	**	**	**	**	**	**	20%	**
Delay in delivery of equipment	23	**	**	**	18	18	**	**	**	**	**	**	14	**
	15%	**	**	**	19%	19%	**	**	**	**	**	**	15%	**
A fault with the line	21	**	**	**	16	15	**	**	**	**	**	**	13	**
	15%	**	**	**	17%	16%	**	**	**	**	**	**	15%	**
I cancelled my previous service before arranging the new one	19	**	**	**	12	16	**	**	**	**	**	**	8	**
	13%	**	**	**	12%	17%	**	**	**	**	**	**	9%	**
Previous service not cancelled correctly	17	**	**	**	7	15	**	**	**	**	**	**	8	**
	11%	**	**	**	7%	16%	**	**	**	**	**	**	9%	**
Problems/ a fault with the equipment provided	16	**	**	**	7	13	**	**	**	**	**	**	12	**
	11%	**	**	**	7%	13%	**	**	**	**	**	**	13%	**
To switch on a particular date that I wanted	11	**	**	**	5	10	**	**	**	**	**	**	7	**
	7%	**	**	**	6%	10%	**	**	**	**	**	**	8%	**
The wrong equipment was provided/ needed something extra	10	**	**	**	6	10	**	**	**	**	**	**	4	**
	7%	**	**	**	6%	11%	**	**	**	**	**	**	5%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	168	-	-	61	107	103	48	16	48	56	30	33	104	63
Effective Weighted Sample	150	-	-	55	95	90	45	15	43	51	27	29	93	56
Total	146	-	-	52	95	95	38	13	43	50	25	28	93	53
Other reasons	10	**	**	**	9	6	**	**	**	**	**	**	9	**
	7%	**	**	**	9%	6%	**	**	**	**	**	**	10%	**
Don't know	8	**	**	**	5	3	**	**	**	**	**	**	4	**
	5%	**	**	**	5%	3%	**	**	**	**	**	**	4%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	~a	~b
Unweighted total	168	147	15	4	2	150	18	84	77
Effective Weighted Sample	150	131	14	4	2	134	16	75	69
Total	146	130	12	3	2	128	18	75	65
Delay in installation/ activation	70	59	**	**	**	63	**	**	**
	47%	45%	**	**	**	49%	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	29	29	**	**	**	25	**	**	**
	19%	22%	**	**	**	19%	**	**	**
Delay in delivery of equipment	23	21	**	**	**	22	**	**	**
	15%	16%	**	**	**	17%	**	**	**
A fault with the line	21	19	**	**	**	15	**	**	**
	15%	15%	**	**	**	12%	**	**	**
I cancelled my previous service before arranging the new one	19	16	**	**	**	18	**	**	**
	13%	12%	**	**	**	14%	**	**	**
Previous service not cancelled correctly	17	17	**	**	**	14	**	**	**
	11%	13%	**	**	**	11%	**	**	**
Problems/ a fault with the equipment provided	16	14	**	**	**	11	**	**	**
	11%	11%	**	**	**	9%	**	**	**
To switch on a particular date that I wanted	11	10	**	**	**	11	**	**	**
	7%	8%	**	**	**	9%	**	**	**
The wrong equipment was provided/ needed something extra	10	10	**	**	**	10	**	**	**
	7%	8%	**	**	**	8%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q35B. Why did you have a period without your Fixed broadband service?

Base : Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	~a	~b
Unweighted total	168	147	15	4	2	150	18	84	77
Effective Weighted Sample	150	131	14	4	2	134	16	75	69
Total	146	130	12	3	2	128	18	75	65
Other reasons	10	7	**	**	**	8	**	**	**
	7%	5%	**	**	**	6%	**	**	**
Don't know	8	8	**	**	**	6	**	**	**
	5%	6%	**	**	**	5%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q33C. How long were you without your Pay TV service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	107	64	64	8	56	23	-	41	-	-	-
Effective Weighted Sample	94	62	62	8	55	23	-	41	-	-	-
Total	116	49	49	5	44	13	-	35	-	-	-
Under one hour	(0.1)	6	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	18	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	8	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	33	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	24	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	15	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	4	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	4	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	2	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Don't know		1	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		32	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		90	**	**	**	**	**	**	**	**	**
	77%	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		109	**	**	**	**	**	**	**	**	**
	94%	**	**	**	**	**	**	**	**	**	**
Base for stats		115	**	**	**	**	**	**	**	**	**
Mean number of days		6.7	**	**	**	**	**	**	**	**	**
Standard deviation		10.24	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q33C. How long were you without your Pay TV service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	107	64	64	8	56	23	-	41	-	-	-
Effective Weighted Sample	94	62	62	8	55	23	-	41	-	-	-
Total	116	49	49	5	44	13	-	35	-	-	-
Standard error	.99	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q33C. How long were you without your Pay TV service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		
		Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
			~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Significance Level: 95%																	
Unweighted total		107	-	-	-	-	-	-	-	43	-	-	-	-	-	-	-
Effective Weighted Sample		94	-	-	-	-	-	-	-	43	-	-	-	-	-	-	-
Total		116	-	-	-	-	-	-	-	68	-	-	-	-	-	-	-
Under one hour	(0.1)	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS		32	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		90	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		77%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		109	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		94%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats		115	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q33C. How long were you without your Pay TV service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	107	-	-	-	-	-	-	-	43	-	-	-	-	-	-	-
Effective Weighted Sample	94	-	-	-	-	-	-	-	43	-	-	-	-	-	-	-
Total	116	-	-	-	-	-	-	-	68	-	-	-	-	-	-	-
Mean number of days	6.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	10.24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q33C. How long were you without your Pay TV service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
Total		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	107	-	-	50	57	92	14	1	55	26	16	10	81	26
Effective Weighted Sample	94	-	-	44	50	81	12	1	49	23	14	9	71	23
Total	116	-	-	56	60	102	13	1	63	25	16	13	88	28
Under one hour	(0.1)	6	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	18	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**
1 day	(1.0)	8	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	33	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	(5.5)	24	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	15	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	4	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	4	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	2	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS	32	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	90	**	**	**	**	**	**	**	**	**	**	**	**	**
	77%	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	109	**	**	**	**	**	**	**	**	**	**	**	**	**
	94%	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	115	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	6.7	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	10.24	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q33C. How long were you without your Pay TV service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	107	-	-	50	57	92	14	1	55	26	16	10	81	26
Effective Weighted Sample	94	-	-	44	50	81	12	1	49	23	14	9	71	23
Total	116	-	-	56	60	102	13	1	63	25	16	13	88	28
Standard error	.99	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q33C. How long were you without your Pay TV service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

		Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
			ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%			~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total		107	91	10	5	1	98	9	69	35
Effective Weighted Sample		94	80	9	4	1	86	8	61	30
Total		116	98	11	6	1	106	10	78	36
Under one hour	(0.1)	6	**	**	**	**	**	**	**	**
		5%	**	**	**	**	**	**	**	**
Up to half a day	(0.5)	18	**	**	**	**	**	**	**	**
		15%	**	**	**	**	**	**	**	**
1 day	(1.0)	8	**	**	**	**	**	**	**	**
		7%	**	**	**	**	**	**	**	**
2-3 days	(2.5)	33	**	**	**	**	**	**	**	**
		29%	**	**	**	**	**	**	**	**
4-7 days	(5.5)	24	**	**	**	**	**	**	**	**
		21%	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	15	**	**	**	**	**	**	**	**
		13%	**	**	**	**	**	**	**	**
3-4 weeks	(25.0)	4	**	**	**	**	**	**	**	**
		4%	**	**	**	**	**	**	**	**
5-6 weeks	(39.0)	4	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**
More than 6 weeks	(50.0)	2	**	**	**	**	**	**	**	**
		2%	**	**	**	**	**	**	**	**
Don't know		1	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**
ONE DAY OR LESS		32	**	**	**	**	**	**	**	**
		28%	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		90	**	**	**	**	**	**	**	**
		77%	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		109	**	**	**	**	**	**	**	**
		94%	**	**	**	**	**	**	**	**
Base for stats		115	**	**	**	**	**	**	**	**
Mean number of days		6.7	**	**	**	**	**	**	**	**
Standard deviation		10.24	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d - a,b - a,b										

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

Q33C. How long were you without your Pay TV service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	107	91	10	5	1	98	9	69	35
Effective Weighted Sample	94	80	9	4	1	86	8	61	30
Total	116	98	11	6	1	106	10	78	36
Standard error	.99	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	107	64	64	8	56	23	-	41	-	-	-
Effective Weighted Sample	94	62	62	8	55	23	-	41	-	-	-
Total	116	49	49	5	44	13	-	35	-	-	-
Yes	54	**	**	**	**	**	**	**	**	**	**
46%		**	**	**	**	**	**	**	**	**	**
No	54	**	**	**	**	**	**	**	**	**	**
46%		**	**	**	**	**	**	**	**	**	**
Can't remember	9	**	**	**	**	**	**	**	**	**	**
8%		**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	116	**	**	**	**	**	**	**	**	**	**
100%		**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	107	-	-	-	-	-	-	-	43	-	-	-	-	-	-	-
Effective Weighted Sample	94	-	-	-	-	-	-	-	43	-	-	-	-	-	-	-
Total	116	-	-	-	-	-	-	-	68	-	-	-	-	-	-	-
Yes	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	116	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	107	-	-	50	57	92	14	1	55	26	16	10	81	26
Effective Weighted Sample	94	-	-	44	50	81	12	1	49	23	14	9	71	23
Total	116	-	-	56	60	102	13	1	63	25	16	13	88	28
Yes	54	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**
No	54	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	9	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	116	**	**	**	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	107	91	10	5	1	98	9	69	35
Effective Weighted Sample	94	80	9	4	1	86	8	61	30
Total	116	98	11	6	1	106	10	78	36
Yes	54	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**
No	54	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**
Can't remember	9	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	116	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	a	~b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	480	373	373	72	301	205	-	168	-	-	-
Effective Weighted Sample	411	359	359	72	291	205	-	168	-	-	-
Total	423	265	265	42	222	120	-	145	-	-	-
Yes	54	13	13	**	13	2	**	11	**	**	**
	13%	5%	5%	**	6%	1%	**	8%	**	**	**
								a			
No	54	30	30	**	26	11	**	19	**	**	**
	13%	11%	11%	**	12%	9%	**	13%	**	**	**
Can't remember	9	6	6	**	5	1	**	5	**	**	**
	2%	2%	2%	**	2%	*%	**	4%	**	**	**
								a			
ANY BREAK IN SERVICE FOR PAY TV	116	49	49	**	44	13	**	35	**	**	**
	28%	18%	18%	**	20%	11%	**	24%	**	**	**
								a			
NO BREAK IN SERVICE FOR PAY TV	306	216	216	**	178	106	**	109	**	**	**
	72%	82%	82%	**	80%	89%	**	76%	**	**	**
						c					

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	480	-	-	-	-	-	-	14	93	-	-	-	-	-	-	-
Effective Weighted Sample	411	-	-	-	-	-	-	14	93	-	-	-	-	-	-	-
Total	423	-	-	-	-	-	-	12	146	-	-	-	-	-	-	-
Yes	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	116	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NO BREAK IN SERVICE FOR PAY TV	306	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	72%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	480	-	-	242	233	338	115	25	228	113	70	67	341	137
Effective Weighted Sample	411	-	-	207	199	291	100	23	193	98	62	58	290	119
Total	423	-	-	216	202	315	89	17	206	96	59	61	302	120
Yes	54	**	**	29	25	50	4	**	37	8	**	**	45	9
	13%	**	**	14%	12%	16%	4%	**	18%	8%	**	**	15%	8%
						b			bf				f	
No	54	**	**	21	32	45	8	**	23	17	**	**	39	14
	13%	**	**	10%	16%	14%	9%	**	11%	17%	**	**	13%	12%
					a									
Can't remember	9	**	**	5	3	7	2	**	3	1	**	**	4	5
	2%	**	**	3%	2%	2%	2%	**	2%	1%	**	**	1%	4%
ANY BREAK IN SERVICE FOR PAY TV	116	**	**	56	60	102	13	**	63	25	**	**	88	28
	28%	**	**	26%	30%	33%	15%	**	31%	26%	**	**	29%	23%
						b								
NO BREAK IN SERVICE FOR PAY TV	306	**	**	160	142	212	76	**	143	71	**	**	213	92
	72%	**	**	74%	70%	67%	85%	**	69%	74%	**	**	71%	77%
						a								

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	480	406	37	24	13	426	54	228	213
Effective Weighted Sample	411	348	32	21	12	364	47	193	185
Total	423	360	32	21	10	378	45	210	180
Yes	54	46	**	**	**	53	**	42	10
	13%	13%	**	**	**	14%	**	20%	6%
								b	
No	54	45	**	**	**	48	**	29	23
	13%	13%	**	**	**	13%	**	14%	13%
Can't remember	9	7	**	**	**	5	**	7	2
	2%	2%	**	**	**	1%	**	3%	1%
ANY BREAK IN SERVICE FOR PAY TV	116	98	**	**	**	106	**	78	36
	28%	27%	**	**	**	28%	**	37%	20%
								b	
NO BREAK IN SERVICE FOR PAY TV	306	262	**	**	**	272	**	131	144
	72%	73%	**	**	**	72%	**	63%	80%
								a	

Columns Tested: a,b,c,d - a,b - a,b

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

DID NOT WANT THE BREAK IN SERVICE FOR SERVICE/S EXPERIENCING LOSS OF SERVICE

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	375	211	211	99	112	61	109	41	-	-	-
Effective Weighted Sample	326	205	205	98	108	61	107	41	-	-	-
Total	380	155	155	77	77	36	84	35	-	-	-
LANDLINE	76	48	48	**	15	**	38	**	**	**	**
	20%	31%	31%	**	19%	**	45%	**	**	**	**
FIXED BROADBAND	146	86	86	**	23	**	69	**	**	**	**
	39%	55%	55%	**	29%	**	83%	**	**	**	**
PAY TV	63	36	36	**	31	**	-	**	**	**	**
	16%	23%	23%	**	40%	**	-%	**	**	**	**
ANY OF THESE	213	118	118	**	49	**	75	**	**	**	**
	56%	76%	76%	**	63%	**	90%	**	**	**	**
NONE OF THESE	167	37	37	**	29	**	8	**	**	**	**
	44%	24%	24%	**	37%	**	10%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

DID NOT WANT THE BREAK IN SERVICE FOR SERVICE/S EXPERIENCING LOSS OF SERVICE

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	375	-	-	-	-	-	-	45	119	-	-	-	-	-	-	-
Effective Weighted Sample	326	-	-	-	-	-	-	45	119	-	-	-	-	-	-	-
Total	380	-	-	-	-	-	-	39	187	-	-	-	-	-	-	-
LANDLINE	76	**	**	**	**	**	**	**	22	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	12%	**	**	**	**	**	**	**
FIXED BROADBAND	146	**	**	**	**	**	**	**	38	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	20%	**	**	**	**	**	**	**
PAY TV	63	**	**	**	**	**	**	**	27	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	14%	**	**	**	**	**	**	**
ANY OF THESE	213	**	**	**	**	**	**	**	66	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	35%	**	**	**	**	**	**	**
NONE OF THESE	167	**	**	**	**	**	**	**	121	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	65%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

DID NOT WANT THE BREAK IN SERVICE FOR SERVICE/S EXPERIENCING LOSS OF SERVICE

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	~b	~c	a	b	~c	~d	e	f
Unweighted total	375	-	-	168	205	273	79	22	166	104	53	51	270	104
Effective Weighted Sample	326	-	-	145	179	239	71	21	143	92	46	44	235	91
Total	380	-	-	173	206	296	66	18	174	105	51	50	279	100
LANDLINE	76	**	**	31	45	46	**	**	29	23	**	**	52	24
	20%	**	**	18%	22%	15%	**	**	17%	22%	**	**	19%	24%
FIXED BROADBAND	146	**	**	52	95	95	**	**	43	50	**	**	93	53
	39%	**	**	30%	46%	32%	**	**	25%	47%	**	**	33%	53%
					a					ae				ae
PAY TV	63	**	**	27	36	53	**	**	26	17	**	**	43	19
	16%	**	**	15%	17%	18%	**	**	15%	17%	**	**	16%	19%
ANY OF THESE	213	**	**	81	131	148	**	**	74	68	**	**	142	70
	56%	**	**	47%	64%	50%	**	**	43%	65%	**	**	51%	69%
					a					ae				ae
NONE OF THESE	167	**	**	92	75	147	**	**	100	37	**	**	137	31
	44%	**	**	53%	36%	50%	**	**	57%	35%	**	**	49%	31%
				b					bf				bf	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

DID NOT WANT THE BREAK IN SERVICE FOR SERVICE/S EXPERIENCING LOSS OF SERVICE

Base : Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	375	329	29	13	4	343	32	236	128
Effective Weighted Sample	326	286	25	12	4	297	29	205	112
Total	380	332	29	16	3	347	33	245	125
LANDLINE	76	64	**	**	**	60	**	41	32
	20%	19%	**	**	**	17%	**	17%	25%
									a
FIXED BROADBAND	146	130	**	**	**	128	**	75	65
	39%	39%	**	**	**	37%	**	31%	52%
									a
PAY TV	63	52	**	**	**	53	**	36	25
	16%	16%	**	**	**	15%	**	15%	20%
ANY OF THESE	213	186	**	**	**	185	**	120	85
	56%	56%	**	**	**	53%	**	49%	68%
									a
NONE OF THESE	167	146	**	**	**	163	**	125	40
	44%	44%	**	**	**	47%	**	51%	32%
								b	

Columns Tested: a,b,c,d - a,b - a,b

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

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	107	64	64	8	56	23	-	41	-	-	-
Effective Weighted Sample	94	62	62	8	55	23	-	41	-	-	-
Total	116	49	49	5	44	13	-	35	-	-	-
Delay in installation/ activation	38	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	31	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	25	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	25	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	25	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	21	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
A fault with the line	20	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	17	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	16	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**
Other reasons	4	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	107	64	64	8	56	23	-	41	-	-	-
Effective Weighted Sample	94	62	62	8	55	23	-	41	-	-	-
Total	116	49	49	5	44	13	-	35	-	-	-
Don't know	3	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	107	-	-	-	-	-	-	-	43	-	-	-	-	-	-	-
Effective Weighted Sample	94	-	-	-	-	-	-	-	43	-	-	-	-	-	-	-
Total	116	-	-	-	-	-	-	-	68	-	-	-	-	-	-	-
Delay in installation/ activation	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	107	-	-	-	-	-	-	-	43	-	-	-	-	-	-	-
Effective Weighted Sample	94	-	-	-	-	-	-	-	43	-	-	-	-	-	-	-
Total	116	-	-	-	-	-	-	-	68	-	-	-	-	-	-	-
Other reasons	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Significance Level: 95%														
Unweighted total	107	-	-	50	57	92	14	1	55	26	16	10	81	26
Effective Weighted Sample	94	-	-	44	50	81	12	1	49	23	14	9	71	23
Total	116	-	-	56	60	102	13	1	63	25	16	13	88	28
Delay in installation/ activation	38	**	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	31	**	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	25	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	25	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	25	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	21	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	20	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	17	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	16	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	4	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	107	-	-	50	57	92	14	1	55	26	16	10	81	26
Effective Weighted Sample	94	-	-	44	50	81	12	1	49	23	14	9	71	23
Total	116	-	-	56	60	102	13	1	63	25	16	13	88	28
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	107	91	10	5	1	98	9	69	35
Effective Weighted Sample	94	80	9	4	1	86	8	61	30
Total	116	98	11	6	1	106	10	78	36
Delay in installation/ activation	38	**	**	**	**	**	**	**	**
33%		**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	31	**	**	**	**	**	**	**	**
26%		**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	25	**	**	**	**	**	**	**	**
22%		**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	25	**	**	**	**	**	**	**	**
22%		**	**	**	**	**	**	**	**
Delay in delivery of equipment	25	**	**	**	**	**	**	**	**
21%		**	**	**	**	**	**	**	**
Previous service not cancelled correctly	21	**	**	**	**	**	**	**	**
18%		**	**	**	**	**	**	**	**
A fault with the line	20	**	**	**	**	**	**	**	**
17%		**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	17	**	**	**	**	**	**	**	**
14%		**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	16	**	**	**	**	**	**	**	**
14%		**	**	**	**	**	**	**	**
Other reasons	4	**	**	**	**	**	**	**	**
4%		**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	107	91	10	5	1	98	9	69	35
Effective Weighted Sample	94	80	9	4	1	86	8	61	30
Total	116	98	11	6	1	106	10	78	36
Don't know	3	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	65	48	48	8	40	20	-	28	-	-	-
Effective Weighted Sample	56	46	46	8	39	20	-	28	-	-	-
Total	63	36	36	5	31	12	-	24	-	-	-
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	65	48	48	8	40	20	-	28	-	-	-
Effective Weighted Sample	56	46	46	8	39	20	-	28	-	-	-
Total	63	36	36	5	31	12	-	24	-	-	-
Other reasons	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	65	-	-	-	-	-	-	-	17	-	-	-	-	-	-	-
Effective Weighted Sample	56	-	-	-	-	-	-	-	17	-	-	-	-	-	-	-
Total	63	-	-	-	-	-	-	-	27	-	-	-	-	-	-	-
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	65	-	-	-	-	-	-	-	17	-	-	-	-	-	-	-
Effective Weighted Sample	56	-	-	-	-	-	-	-	17	-	-	-	-	-	-	-
Total	63	-	-	-	-	-	-	-	27	-	-	-	-	-	-	-
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Significance Level: 95%														
Unweighted total	65	-	-	27	38	53	11	1	27	20	11	7	47	18
Effective Weighted Sample	56	-	-	23	33	46	9	1	23	18	10	6	41	16
Total	63	-	-	27	36	53	9	1	26	17	10	9	43	19
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	65	-	-	27	38	53	11	1	27	20	11	7	47	18
Effective Weighted Sample	56	-	-	23	33	46	9	1	23	18	10	6	41	16
Total	63	-	-	27	36	53	9	1	26	17	10	9	43	19
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	65	55	6	3	1	57	8	36	27
Effective Weighted Sample	56	48	5	3	1	49	7	32	23
Total	63	52	6	4	1	53	9	36	25
Delay in installation/ activation	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q35C. Why did you have a period without your Pay TV Service?

Base : Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	65	55	6	3	1	57	8	36	27
Effective Weighted Sample	56	48	5	3	1	49	7	32	23
Total	63	52	6	4	1	53	9	36	25
Other reasons	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	232	156	156	87	69	31	97	28	-	-	-
Effective Weighted Sample	206	152	152	86	67	31	96	28	-	-	-
Total	213	118	118	69	49	18	75	24	-	-	-
Delay in installation/ activation	83	49	49	**	**	**	**	**	**	**	**
	39%	41%	41%	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	36	14	14	**	**	**	**	**	**	**	**
	17%	12%	12%	**	**	**	**	**	**	**	**
Delay in delivery of equipment	34	16	16	**	**	**	**	**	**	**	**
	16%	13%	13%	**	**	**	**	**	**	**	**
A fault with the line	30	14	14	**	**	**	**	**	**	**	**
	14%	12%	12%	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	24	7	7	**	**	**	**	**	**	**	**
	11%	6%	6%	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	22	8	8	**	**	**	**	**	**	**	**
	10%	7%	7%	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	21	6	6	**	**	**	**	**	**	**	**
	10%	5%	5%	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	18	5	5	**	**	**	**	**	**	**	**
	9%	4%	4%	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	13	4	4	**	**	**	**	**	**	**	**
	6%	4%	4%	**	**	**	**	**	**	**	**
Other reasons	15	11	11	**	**	**	**	**	**	**	**
	7%	9%	9%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	232	156	156	87	69	31	97	28	-	-	-
Effective Weighted Sample	206	152	152	86	67	31	96	28	-	-	-
Total	213	118	118	69	49	18	75	24	-	-	-
Don't know	8	8	8	**	**	**	**	**	**	**	**
	4%	7%	7%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	232	-	-	-	-	-	-	34	42	-	-	-	-	-	-	-
Effective Weighted Sample	206	-	-	-	-	-	-	34	42	-	-	-	-	-	-	-
Total	213	-	-	-	-	-	-	29	66	-	-	-	-	-	-	-
Delay in installation/ activation	83	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	232	-	-	-	-	-	-	34	42	-	-	-	-	-	-	-
Effective Weighted Sample	206	-	-	-	-	-	-	34	42	-	-	-	-	-	-	-
Total	213	-	-	-	-	-	-	29	66	-	-	-	-	-	-	-
Other reasons	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	~a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Significance Level: 95%														
Unweighted total	232	-	-	88	143	153	57	21	77	76	40	38	153	78
Effective Weighted Sample	206	-	-	78	127	135	53	20	69	69	35	33	137	68
Total	213	-	-	81	131	148	47	17	74	68	35	35	142	70
Delay in installation/ activation	83	**	**	**	51	52	**	**	**	**	**	**	56	**
	39%	**	**	**	39%	35%	**	**	**	**	**	**	39%	**
The new provider gave me a starting date that was after the end of my previous contract	36	**	**	**	24	29	**	**	**	**	**	**	27	**
	17%	**	**	**	19%	19%	**	**	**	**	**	**	19%	**
Delay in delivery of equipment	34	**	**	**	25	28	**	**	**	**	**	**	22	**
	16%	**	**	**	19%	19%	**	**	**	**	**	**	15%	**
A fault with the line	30	**	**	**	21	22	**	**	**	**	**	**	19	**
	14%	**	**	**	16%	15%	**	**	**	**	**	**	13%	**
Previous service not cancelled correctly	24	**	**	**	10	22	**	**	**	**	**	**	16	**
	11%	**	**	**	8%	15%	**	**	**	**	**	**	11%	**
I cancelled my previous service before arranging the new one	22	**	**	**	13	20	**	**	**	**	**	**	11	**
	10%	**	**	**	10%	13%	**	**	**	**	**	**	8%	**
Problems/ a fault with the equipment provided	21	**	**	**	13	17	**	**	**	**	**	**	18	**
	10%	**	**	**	10%	12%	**	**	**	**	**	**	12%	**
The wrong equipment was provided/ needed something extra	18	**	**	**	10	18	**	**	**	**	**	**	10	**
	9%	**	**	**	8%	12%	**	**	**	**	**	**	7%	**
To switch on a particular date that I wanted	13	**	**	**	8	12	**	**	**	**	**	**	9	**
	6%	**	**	**	6%	8%	**	**	**	**	**	**	6%	**
Other reasons	15	**	**	**	11	8	**	**	**	**	**	**	12	**
	7%	**	**	**	9%	6%	**	**	**	**	**	**	9%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	232	-	-	88	143	153	57	21	77	76	40	38	153	78
Effective Weighted Sample	206	-	-	78	127	135	53	20	69	69	35	33	137	68
Total	213	-	-	81	131	148	47	17	74	68	35	35	142	70
Don't know	8	**	**	**	5	2	**	**	**	**	**	**	5	**
	4%	**	**	**	4%	2%	**	**	**	**	**	**	3%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	~b
Unweighted total	232	202	20	7	3	204	28	128	96
Effective Weighted Sample	206	180	18	6	3	181	25	114	85
Total	213	186	17	7	3	185	28	120	85
Delay in installation/ activation	83	72	**	**	**	76	**	40	**
	39%	39%	**	**	**	41%	**	34%	**
The new provider gave me a starting date that was after the end of my previous contract	36	34	**	**	**	32	**	22	**
	17%	18%	**	**	**	17%	**	18%	**
Delay in delivery of equipment	34	31	**	**	**	33	**	23	**
	16%	17%	**	**	**	18%	**	19%	**
A fault with the line	30	28	**	**	**	25	**	15	**
	14%	15%	**	**	**	13%	**	13%	**
Previous service not cancelled correctly	24	24	**	**	**	21	**	17	**
	11%	13%	**	**	**	11%	**	15%	**
I cancelled my previous service before arranging the new one	22	18	**	**	**	21	**	17	**
	10%	10%	**	**	**	11%	**	14%	**
Problems/ a fault with the equipment provided	21	19	**	**	**	17	**	15	**
	10%	10%	**	**	**	9%	**	13%	**
The wrong equipment was provided/ needed something extra	18	17	**	**	**	17	**	14	**
	9%	9%	**	**	**	9%	**	11%	**
To switch on a particular date that I wanted	13	13	**	**	**	13	**	12	**
	6%	7%	**	**	**	7%	**	10%	**
Other reasons	15	12	**	**	**	11	**	7	**
	7%	6%	**	**	**	6%	**	5%	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base : Those who experienced any unwanted break in service

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	~b
Significance Level: 95%									
Unweighted total	232	202	20	7	3	204	28	128	96
Effective Weighted Sample	206	180	18	6	3	181	25	114	85
Total	213	186	17	7	3	185	28	120	85
Don't know	8	7	**	**	**	6	**	5	**
	4%	4%	**	**	**	3%	**	4%	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q36. Did the contracts for your old and new (SERVICE/S) overlap at all, so that you were paying for both at the same time for any period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Yes	739	140	535	46	94	47	64	28	395	311	84
	33%	22%	31%	14%	31%	40%	18%	20%	36%	42%	23%
			a		a	bc			c	ac	
No	1269	431	1009	257	175	64	273	95	578	351	227
	57%	68%	58%	79%	57%	53%	75%	65%	52%	48%	62%
		b		b			ac	a			ab
Can't remember	226	59	187	23	35	9	28	22	128	73	55
	10%	9%	11%	7%	12%	7%	8%	15%	12%	10%	15%
					a			ab			b

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q36. Did the contracts for your old and new (SERVICE/S) overlap at all, so that you were paying for both at the same time for any period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Yes	739	121	64	211	166	45	22	41	163	**	**	**	**	**	**	**
	33%	42%	25%	38%	42%	26%	17%	28%	46%	**	**	**	**	**	**	**
		bef		bef	bef			a								
No	1269	133	164	282	184	98	88	88	171	**	**	**	**	**	**	**
	57%	46%	64%	50%	47%	58%	66%	60%	48%	**	**	**	**	**	**	**
			acd			ad	acd	b								
Can't remember	226	33	27	68	41	27	22	17	22	**	**	**	**	**	**	**
	10%	11%	11%	12%	11%	16%	17%	12%	6%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q36. Did the contracts for your old and new (SERVICE/S) overlap at all, so that you were paying for both at the same time for any period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Yes	739	**	**	368	365	580	128	30	356	190	93	101	546	193
	33%	**	**	36%	31%	36%	27%	20%	41%	32%	26%	25%	37%	25%
				b		bc			bcd	cd			bcd	
No	1269	**	**	575	683	854	306	108	447	336	219	258	783	477
	57%	**	**	56%	57%	53%	63%	73%	51%	57%	62%	64%	54%	63%
							a	ab		a	ae	abe		abe
Can't remember	226	**	**	77	141	165	49	10	66	63	43	45	128	88
	10%	**	**	8%	12%	10%	10%	7%	8%	11%	12%	11%	9%	12%
					a					a	a	a		ae

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q36. Did the contracts for your old and new (SERVICE/S) overlap at all, so that you were paying for both at the same time for any period?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Yes	739	623	59	45	**	693	46	465	247
	33%	33%	33%	42%	**	35%	20%	44%	25%
				a		b		b	
No	1269	1087	107	52	**	1110	159	504	674
	57%	57%	60%	48%	**	55%	69%	48%	67%
			c				a		a
Can't remember	226	199	12	11	**	202	24	92	86
	10%	10%	7%	10%	**	10%	10%	9%	9%

Columns Tested: a,b,c,d - a,b - a,b

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

Q37. Which service or services did you pay two providers at the same time?

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	677	206	525	62	144	81	92	33	319	240	79
Effective Weighted Sample	620	200	485	60	140	81	90	33	317	240	79
Total	739	140	535	46	94	47	64	28	395	311	84
Mobile Phone service	395	-	395	**	-	**	**	**	395	311	**
	53%	-%	74%	**	-%	**	**	**	100%	100%	**
			a								
Landline phone/ line rental	169	86	86	**	49	**	**	**	-	-	**
	23%	61%	16%	**	52%	**	**	**	-%	-%	**
		b									
Fixed broadband	165	85	85	**	46	**	**	**	-	-	**
	22%	61%	16%	**	49%	**	**	**	-%	-%	**
		b									
Pay TV Service	118	51	51	**	43	**	**	**	-	-	**
	16%	36%	9%	**	46%	**	**	**	-%	-%	**
		b									
Can't remember	3	3	3	**	1	**	**	**	-	-	**
	*%	2%	1%	**	1%	**	**	**	-%	-%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q37. Which service or services did you pay two providers at the same time?

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	d	~e	~f	~a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	677	97	52	170	128	42	21	48	104	-	-	-	-	-	-	-
Effective Weighted Sample	620	96	52	169	128	42	21	48	104	-	-	-	-	-	-	-
Total	739	121	64	211	166	45	22	41	163	-	-	-	-	-	-	-
Mobile Phone service	395	**	**	211	166	**	**	**	-	**	**	**	**	**	**	**
	53%	**	**	100%	100%	**	**	**	-%	**	**	**	**	**	**	**
Landline phone/ line rental	169	**	**	-	-	**	**	**	71	**	**	**	**	**	**	**
	23%	**	**	-%	-%	**	**	**	43%	**	**	**	**	**	**	**
Fixed broadband	165	**	**	-	-	**	**	**	53	**	**	**	**	**	**	**
	22%	**	**	-%	-%	**	**	**	33%	**	**	**	**	**	**	**
Pay TV Service	118	**	**	-	-	**	**	**	64	**	**	**	**	**	**	**
	16%	**	**	-%	-%	**	**	**	39%	**	**	**	**	**	**	**
Can't remember	3	**	**	-	-	**	**	**	-	**	**	**	**	**	**	**
	*0%	**	**	-%	-%	**	**	**	-%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q37. Which service or services did you pay two providers at the same time?

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	677	-	-	330	341	506	137	33	319	178	87	93	497	180
Effective Weighted Sample	620	-	-	303	311	470	122	30	292	162	81	86	454	166
Total	739	-	-	368	365	580	128	30	356	190	93	101	546	193
Mobile Phone service	395	**	**	194	197	321	58	**	179	99	**	**	278	117
	53%	**	**	53%	54%	55%	45%	**	50%	52%	**	**	51%	61%
						b								ae
Landline phone/ line rental	169	**	**	94	73	119	41	**	85	40	**	**	125	44
	23%	**	**	26%	20%	20%	32%	**	24%	21%	**	**	23%	23%
						a								
Fixed broadband	165	**	**	74	90	110	43	**	66	59	**	**	124	41
	22%	**	**	20%	25%	19%	34%	**	18%	31%	**	**	23%	21%
						a				aef				
Pay TV Service	118	**	**	59	60	95	21	**	72	26	**	**	98	20
	16%	**	**	16%	16%	16%	17%	**	20%	14%	**	**	18%	11%
									f				f	
Can't remember	3	**	**	1	2	2	1	**	-	1	**	**	1	2
	*%	**	**	*%	1%	*%	1%	**	-%	*%	**	**	*%	1%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q37. Which service or services did you pay two providers at the same time?

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	b
Significance Level: 95%									
Unweighted total	677	573	54	38	12	632	45	414	239
Effective Weighted Sample	620	524	50	36	11	579	42	380	218
Total	739	623	59	45	11	693	46	465	247
Mobile Phone service	395	335	**	**	**	367	**	249	125
	53%	54%	**	**	**	53%	**	53%	51%
Landline phone/ line rental	169	144	**	**	**	159	**	111	55
	23%	23%	**	**	**	23%	**	24%	22%
Fixed broadband	165	147	**	**	**	153	**	87	74
	22%	24%	**	**	**	22%	**	19%	30%
								a	
Pay TV Service	118	94	**	**	**	110	**	76	41
	16%	15%	**	**	**	16%	**	16%	16%
Can't remember	3	2	**	**	**	3	**	2	1
	*%	*%	**	**	**	*%	**	*%	*%

Columns Tested: a,b,c,d - a,b - a,b

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

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

		ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%			a	b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total		193	134	134	51	83	70	64	-	-	-	-
Effective Weighted Sample		160	131	131	50	83	70	62	-	-	-	-
Total		169	86	86	37	49	41	45	-	-	-	-
1 day	(1.0)	16	9	9	**	**	**	**	**	**	**	**
		9%	11%	11%	**	**	**	**	**	**	**	**
2-3 days	(2.5)	27	15	15	**	**	**	**	**	**	**	**
		16%	17%	17%	**	**	**	**	**	**	**	**
4-6 days	(5.0)	28	20	20	**	**	**	**	**	**	**	**
		17%	23%	23%	**	**	**	**	**	**	**	**
A week	(7.0)	39	17	17	**	**	**	**	**	**	**	**
		23%	20%	20%	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	25	7	7	**	**	**	**	**	**	**	**
		15%	8%	8%	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	16	5	5	**	**	**	**	**	**	**	**
		10%	6%	6%	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	5	2	2	**	**	**	**	**	**	**	**
		3%	2%	2%	**	**	**	**	**	**	**	**
A month	(30.0)	6	6	6	**	**	**	**	**	**	**	**
		3%	7%	7%	**	**	**	**	**	**	**	**
More than a month	(35.0)	5	2	2	**	**	**	**	**	**	**	**
		3%	3%	3%	**	**	**	**	**	**	**	**
Don't know		2	2	2	**	**	**	**	**	**	**	**
		1%	3%	3%	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		109	61	61	**	**	**	**	**	**	**	**
		65%	71%	71%	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		156	76	76	**	**	**	**	**	**	**	**
		92%	88%	88%	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		11	8	8	**	**	**	**	**	**	**	**
		6%	9%	9%	**	**	**	**	**	**	**	**
Base for stats		166	84	84	**	**	**	**	**	**	**	**
Mean number of days		8.9	8.7	8.7	**	**	**	**	**	**	**	**
Standard deviation		8.06	8.89	8.89	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	193	134	134	51	83	70	64	-	-	-	-
Effective Weighted Sample	160	131	131	50	83	70	62	-	-	-	-
Total	169	86	86	37	49	41	45	-	-	-	-
Standard error	.58	.78	.78	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		
		Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
			~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Significance Level: 95%																	
Unweighted total		193	-	-	-	-	-	-	14	45	-	-	-	-	-	-	-
Effective Weighted Sample		160	-	-	-	-	-	-	14	45	-	-	-	-	-	-	-
Total		169	-	-	-	-	-	-	12	71	-	-	-	-	-	-	-
1 day	(1.0)	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	39	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		109	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		65%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		156	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		92%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats		166	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	193	-	-	-	-	-	-	14	45	-	-	-	-	-	-	-
Effective Weighted Sample	160	-	-	-	-	-	-	14	45	-	-	-	-	-	-	-
Total	169	-	-	-	-	-	-	12	71	-	-	-	-	-	-	-
Mean number of days	8.9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	8.06	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.58	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	~b	a	~b	~c	~a	~b	~c	~d	e	~f
Significance Level: 95%														
Unweighted total	193	-	-	101	90	122	58	12	96	49	19	29	145	48
Effective Weighted Sample	160	-	-	84	75	101	53	12	79	41	16	24	120	40
Total	169	-	-	94	73	119	41	8	85	40	17	26	125	44
1 day	(1.0)	16	**	11	**	9	**	**	**	**	**	**	12	**
	9%	**	**	12%	**	7%	**	**	**	**	**	**	10%	**
2-3 days	(2.5)	27	**	16	**	21	**	**	**	**	**	**	21	**
	16%	**	**	17%	**	18%	**	**	**	**	**	**	17%	**
4-6 days	(5.0)	28	**	19	**	21	**	**	**	**	**	**	22	**
	17%	**	**	21%	**	18%	**	**	**	**	**	**	18%	**
A week	(7.0)	39	**	16	**	29	**	**	**	**	**	**	28	**
	23%	**	**	17%	**	25%	**	**	**	**	**	**	22%	**
1-2 weeks	(10.0)	25	**	13	**	20	**	**	**	**	**	**	16	**
	15%	**	**	14%	**	16%	**	**	**	**	**	**	13%	**
2-3 weeks	(17.0)	16	**	11	**	10	**	**	**	**	**	**	15	**
	10%	**	**	11%	**	9%	**	**	**	**	**	**	12%	**
3-4 weeks	(24.0)	5	**	2	**	5	**	**	**	**	**	**	1	**
	3%	**	**	2%	**	4%	**	**	**	**	**	**	1%	**
A month	(30.0)	6	**	1	**	2	**	**	**	**	**	**	5	**
	3%	**	**	1%	**	1%	**	**	**	**	**	**	4%	**
More than a month	(35.0)	5	**	3	**	1	**	**	**	**	**	**	3	**
	3%	**	**	3%	**	1%	**	**	**	**	**	**	3%	**
Don't know	2	**	**	1	**	1	**	**	**	**	**	**	1	**
	1%	**	**	1%	**	1%	**	**	**	**	**	**	1%	**
ONE WEEK OR LESS	109	**	**	63	**	80	**	**	**	**	**	**	83	**
	65%	**	**	67%	**	68%	**	**	**	**	**	**	67%	**
UP TO 4 WEEKS	156	**	**	89	**	116	**	**	**	**	**	**	116	**
	92%	**	**	94%	**	97%	**	**	**	**	**	**	93%	**
MORE THAN 4 WEEKS	11	**	**	4	**	2	**	**	**	**	**	**	9	**
	6%	**	**	5%	**	2%	**	**	**	**	**	**	7%	**
Base for stats	166	**	**	94	**	118	**	**	**	**	**	**	124	**
Mean number of days	8.9	**	**	8.2	**	8.0	**	**	**	**	**	**	8.8	**
Standard deviation	8.06	**	**	7.67	**	6.43	**	**	**	**	**	**	8.03	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

MOBILE MARKET - DECIDED NOT TO SWITCH														
	Total	ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	~b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	193	-	-	101	90	122	58	12	96	49	19	29	145	48
Effective Weighted Sample	160	-	-	84	75	101	53	12	79	41	16	24	120	40
Total	169	-	-	94	73	119	41	8	85	40	17	26	125	44
Standard error	.58	**	**	.77	**	.58	**	**	**	**	**	**	.67	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

		Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
			ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%			a	~b	~c	~d	a	~b	a	~b
Unweighted total		193	165	16	10	2	180	13	120	69
Effective Weighted Sample		160	136	14	8	2	149	12	98	60
Total		169	144	14	10	1	159	10	111	55
1 day	(1.0)	16	14	**	**	**	15	**	9	**
		9%	10%	**	**	**	9%	**	8%	**
2-3 days	(2.5)	27	21	**	**	**	24	**	20	**
		16%	14%	**	**	**	15%	**	18%	**
4-6 days	(5.0)	28	25	**	**	**	26	**	24	**
		17%	17%	**	**	**	17%	**	22%	**
A week	(7.0)	39	34	**	**	**	37	**	24	**
		23%	23%	**	**	**	23%	**	22%	**
1-2 weeks	(10.0)	25	21	**	**	**	24	**	16	**
		15%	15%	**	**	**	15%	**	14%	**
2-3 weeks	(17.0)	16	16	**	**	**	16	**	9	**
		10%	11%	**	**	**	10%	**	8%	**
3-4 weeks	(24.0)	5	4	**	**	**	5	**	3	**
		3%	3%	**	**	**	3%	**	3%	**
A month	(30.0)	6	4	**	**	**	5	**	4	**
		3%	3%	**	**	**	3%	**	3%	**
More than a month	(35.0)	5	5	**	**	**	4	**	1	**
		3%	3%	**	**	**	3%	**	1%	**
Don't know		2	1	**	**	**	2	**	1	**
		1%	1%	**	**	**	1%	**	1%	**
ONE WEEK OR LESS		109	93	**	**	**	102	**	77	**
		65%	65%	**	**	**	64%	**	69%	**
UP TO 4 WEEKS		156	134	**	**	**	147	**	105	**
		92%	93%	**	**	**	93%	**	95%	**
MORE THAN 4 WEEKS		11	9	**	**	**	9	**	5	**
		6%	6%	**	**	**	6%	**	4%	**
Base for stats		166	142	**	**	**	157	**	109	**
Mean number of days		8.9	8.9	**	**	**	9.0	**	8.0	**
Standard deviation		8.06	8.02	**	**	**	7.96	**	7.00	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	~b
Significance Level: 95%									
Unweighted total	193	165	16	10	2	180	13	120	69
Effective Weighted Sample	160	136	14	8	2	149	12	98	60
Total	169	144	14	10	1	159	10	111	55
Standard error	.58	.63	**	**	**	.60	**	.64	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	193	134	134	51	83	70	64	-	-	-	-
Effective Weighted Sample	160	131	131	50	83	70	62	-	-	-	-
Total	169	86	86	37	49	41	45	-	-	-	-
Yes	87	35	35	**	**	**	**	**	**	**	**
	52%	40%	40%	**	**	**	**	**	**	**	**
No	75	49	49	**	**	**	**	**	**	**	**
	45%	57%	57%	**	**	**	**	**	**	**	**
Can't remember	6	2	2	**	**	**	**	**	**	**	**
	4%	2%	2%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	193	-	-	-	-	-	-	14	45	-	-	-	-	-	-	-
Effective Weighted Sample	160	-	-	-	-	-	-	14	45	-	-	-	-	-	-	-
Total	169	-	-	-	-	-	-	12	71	-	-	-	-	-	-	-
Yes	87	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	75	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	~b	a	~b	~c	~a	~b	~c	~d	e	~f
Significance Level: 95%														
Unweighted total	193	-	-	101	90	122	58	12	96	49	19	29	145	48
Effective Weighted Sample	160	-	-	84	75	101	53	12	79	41	16	24	120	40
Total	169	-	-	94	73	119	41	8	85	40	17	26	125	44
Yes	87	**	**	61	**	69	**	**	**	**	**	**	73	**
	52%	**	**	65%	**	58%	**	**	**	**	**	**	59%	**
No	75	**	**	31	**	45	**	**	**	**	**	**	48	**
	45%	**	**	33%	**	38%	**	**	**	**	**	**	38%	**
Can't remember	6	**	**	2	**	4	**	**	**	**	**	**	4	**
	4%	**	**	3%	**	4%	**	**	**	**	**	**	3%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	~b
Unweighted total	193	165	16	10	2	180	13	120	69
Effective Weighted Sample	160	136	14	8	2	149	12	98	60
Total	169	144	14	10	1	159	10	111	55
Yes	87	80	**	**	**	85	**	66	**
	52%	56%	**	**	**	53%	**	60%	**
No	75	59	**	**	**	69	**	41	**
	45%	41%	**	**	**	43%	**	37%	**
Can't remember	6	5	**	**	**	6	**	3	**
	4%	4%	**	**	**	3%	**	3%	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	856	684	684	416	268	205	479	-	-	-	-
Effective Weighted Sample	750	666	666	410	268	205	471	-	-	-	-
Total	719	485	485	326	159	120	365	-	-	-	-
Yes	87	35	35	13	21	23	11	**	**	**	**
	12%	7%	7%	4%	13%	20%	3%	**	**	**	**
					a	b					
No	75	49	49	22	27	17	32	**	**	**	**
	10%	10%	10%	7%	17%	14%	9%	**	**	**	**
					a	b					
Can't remember	6	2	2	1	1	1	1	**	**	**	**
	1%	*%	*%	*%	*%	*%	*%	**	**	**	**
NO OVERLAP FOR LANDLINE SERVICE	550	399	399	289	110	79	320	**	**	**	**
	77%	82%	82%	89%	69%	66%	88%	**	**	**	**
				b		a					

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	856	-	-	-	-	-	-	51	121	-	-	-	-	-	-	-
Effective Weighted Sample	750	-	-	-	-	-	-	51	121	-	-	-	-	-	-	-
Total	719	-	-	-	-	-	-	44	190	-	-	-	-	-	-	-
Yes	87	**	**	**	**	**	**	**	50	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	26%	**	**	**	**	**	**	**
No	75	**	**	**	**	**	**	**	19	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	10%	**	**	**	**	**	**	**
Can't remember	6	**	**	**	**	**	**	**	2	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	1%	**	**	**	**	**	**	**
NO OVERLAP FOR LANDLINE SERVICE	550	**	**	**	**	**	**	**	119	**	**	**	**	**	**	**
	77%	**	**	**	**	**	**	**	63%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Unweighted total	856	-	-	379	473	489	282	84	315	247	144	146	562	290
Effective Weighted Sample	750	-	-	330	417	418	262	79	269	221	127	130	489	257
Total	719	-	-	323	392	437	217	65	272	204	118	122	476	240
Yes	87	**	**	61	26	69	15	**	56	17	8	7	73	14
	12%	**	**	19%	7%	16%	7%	**	21%	8%	7%	5%	15%	6%
				b		b			bcd	f			bcd	f
No	75	**	**	31	44	45	25	**	26	22	9	18	48	27
	10%	**	**	10%	11%	10%	11%	**	9%	11%	7%	15%	10%	11%
												c		
Can't remember	6	**	**	2	3	4	2	**	3	1	1	1	4	2
	1%	**	**	1%	1%	1%	1%	**	1%	*%	1%	1%	1%	1%
NO OVERLAP FOR LANDLINE SERVICE	550	**	**	229	320	318	176	**	187	164	101	96	351	197
	77%	**	**	71%	82%	73%	81%	**	69%	80%	85%	79%	74%	82%
					a		a			ae	ae	a		ae

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base : Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	b	a	b
Unweighted total	856	727	72	42	15	746	110	367	441
Effective Weighted Sample	750	636	63	38	13	650	99	316	395
Total	719	611	63	34	11	626	93	321	356
Yes	87	80	**	**	**	85	3	66	20
	12%	13%	**	**	**	14% b	3%	21% b	6%
No	75	59	**	**	**	69	6	41	32
	10%	10%	**	**	**	11%	7%	13%	9%
Can't remember	6	5	**	**	**	6	1	3	3
	1%	1%	**	**	**	1%	1%	1%	1%
NO OVERLAP FOR LANDLINE SERVICE	550	467	**	**	**	467	83	211	301
	77%	76%	**	**	**	75%	90% a	66%	85% a

Columns Tested: a,b,c,d - a,b - a,b

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

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	193	134	134	51	83	70	64	-	-	-	-
Effective Weighted Sample	160	131	131	50	83	70	62	-	-	-	-
Total	169	86	86	37	49	41	45	-	-	-	-
The previous service wasn't cancelled correctly/ on the date requested	43	17	17	**	**	**	**	**	**	**	**
	25%	19%	19%	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	41	23	23	**	**	**	**	**	**	**	**
	25%	27%	27%	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	41	22	22	**	**	**	**	**	**	**	**
	24%	25%	25%	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	40	19	19	**	**	**	**	**	**	**	**
	24%	22%	22%	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	38	14	14	**	**	**	**	**	**	**	**
	22%	16%	16%	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	35	11	11	**	**	**	**	**	**	**	**
	21%	13%	13%	**	**	**	**	**	**	**	**
To switch to a better service immediately	30	12	12	**	**	**	**	**	**	**	**
	18%	14%	14%	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	27	10	10	**	**	**	**	**	**	**	**
	16%	12%	12%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	193	134	134	51	83	70	64	-	-	-	-
Effective Weighted Sample	160	131	131	50	83	70	62	-	-	-	-
Total	169	86	86	37	49	41	45	-	-	-	-
To ensure I kept my number	27	12	12	**	**	**	**	**	**	**	**
	16%	14%	14%	**	**	**	**	**	**	**	**
To get inclusive calls as soon as possible	22	7	7	**	**	**	**	**	**	**	**
	13%	8%	8%	**	**	**	**	**	**	**	**
Other reasons	8	6	6	**	**	**	**	**	**	**	**
	5%	7%	7%	**	**	**	**	**	**	**	**
Don't know	4	4	4	**	**	**	**	**	**	**	**
	3%	5%	5%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	193	-	-	-	-	-	-	14	45	-	-	-	-	-	-	-
Effective Weighted Sample	160	-	-	-	-	-	-	14	45	-	-	-	-	-	-	-
Total	169	-	-	-	-	-	-	12	71	-	-	-	-	-	-	-
The previous service wasn't cancelled correctly/ on the date requested	43	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
25%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
25%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
24%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	40	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
24%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
22%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
21%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
18%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	193	-	-	-	-	-	-	14	45	-	-	-	-	-	-	-
Effective Weighted Sample	160	-	-	-	-	-	-	14	45	-	-	-	-	-	-	-
Total	169	-	-	-	-	-	-	12	71	-	-	-	-	-	-	-
To sign up with my new provider before a deal ran out	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To ensure I kept my number	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get inclusive calls as soon as possible	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	~b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	193	-	-	101	90	122	58	12	96	49	19	29	145	48
Effective Weighted Sample	160	-	-	84	75	101	53	12	79	41	16	24	120	40
Total	169	-	-	94	73	119	41	8	85	40	17	26	125	44
The previous service wasn't cancelled correctly/ on the date requested	43	**	**	20	**	35	**	**	**	**	**	**	29	**
	25%	**	**	21%	**	30%	**	**	**	**	**	**	23%	**
To ensure I always had this service available during the switch	41	**	**	24	**	29	**	**	**	**	**	**	33	**
	25%	**	**	26%	**	24%	**	**	**	**	**	**	26%	**
To switch on a particular date that I wanted	41	**	**	25	**	32	**	**	**	**	**	**	33	**
	24%	**	**	27%	**	27%	**	**	**	**	**	**	27%	**
The new provider gave me a starting date that was before the end of my previous contract	40	**	**	24	**	30	**	**	**	**	**	**	24	**
	24%	**	**	26%	**	25%	**	**	**	**	**	**	19%	**
Due to the available engineer appointment dates	38	**	**	27	**	30	**	**	**	**	**	**	29	**
	22%	**	**	28%	**	25%	**	**	**	**	**	**	23%	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	35	**	**	24	**	29	**	**	**	**	**	**	28	**
	21%	**	**	26%	**	24%	**	**	**	**	**	**	22%	**
To switch to a better service immediately	30	**	**	19	**	21	**	**	**	**	**	**	19	**
	18%	**	**	20%	**	18%	**	**	**	**	**	**	15%	**
To sign up with my new provider before a deal ran out	27	**	**	17	**	21	**	**	**	**	**	**	23	**
	16%	**	**	18%	**	18%	**	**	**	**	**	**	18%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	~b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	193	-	-	101	90	122	58	12	96	49	19	29	145	48
Effective Weighted Sample	160	-	-	84	75	101	53	12	79	41	16	24	120	40
Total	169	-	-	94	73	119	41	8	85	40	17	26	125	44
To ensure I kept my number	27	**	**	18	**	21	**	**	**	**	**	**	17	**
	16%	**	**	19%	**	18%	**	**	**	**	**	**	14%	**
To get inclusive calls as soon as possible	22	**	**	14	**	20	**	**	**	**	**	**	18	**
	13%	**	**	15%	**	16%	**	**	**	**	**	**	14%	**
Other reasons	8	**	**	4	**	4	**	**	**	**	**	**	6	**
	5%	**	**	4%	**	3%	**	**	**	**	**	**	5%	**
Don't know	4	**	**	1	**	1	**	**	**	**	**	**	4	**
	3%	**	**	1%	**	1%	**	**	**	**	**	**	3%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	~b
Unweighted total	193	165	16	10	2	180	13	120	69
Effective Weighted Sample	160	136	14	8	2	149	12	98	60
Total	169	144	14	10	1	159	10	111	55
The previous service wasn't cancelled correctly/ on the date requested	43	36	**	**	**	39	**	31	**
	25%	25%	**	**	**	24%	**	28%	**
To ensure I always had this service available during the switch	41	37	**	**	**	39	**	30	**
	25%	26%	**	**	**	24%	**	27%	**
To switch on a particular date that I wanted	41	36	**	**	**	40	**	29	**
	24%	25%	**	**	**	25%	**	26%	**
The new provider gave me a starting date that was before the end of my previous contract	40	34	**	**	**	36	**	24	**
	24%	24%	**	**	**	23%	**	22%	**
Due to the available engineer appointment dates	38	32	**	**	**	36	**	29	**
	22%	22%	**	**	**	23%	**	26%	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	35	30	**	**	**	34	**	29	**
	21%	21%	**	**	**	22%	**	27%	**
To switch to a better service immediately	30	29	**	**	**	29	**	22	**
	18%	20%	**	**	**	18%	**	20%	**
To sign up with my new provider before a deal ran out	27	26	**	**	**	27	**	22	**
	16%	18%	**	**	**	17%	**	20%	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base : Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	~b
Unweighted total	193	165	16	10	2	180	13	120	69
Effective Weighted Sample	160	136	14	8	2	149	12	98	60
Total	169	144	14	10	1	159	10	111	55
To ensure I kept my number	27	24	**	**	**	26	**	22	**
	16%	17%	**	**	**	16%	**	20%	**
To get inclusive calls as soon as possible	22	22	**	**	**	22	**	19	**
	13%	15%	**	**	**	14%	**	17%	**
Other reasons	8	6	**	**	**	8	**	3	**
	5%	4%	**	**	**	5%	**	3%	**
Don't know	4	3	**	**	**	4	**	1	**
	3%	2%	**	**	**	2%	**	1%	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

		ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total		195	130	53	77	46	84	-	-	-	-
Effective Weighted Sample		167	127	52	77	46	82	-	-	-	-
Total		165	85	39	46	27	58	-	-	-	-
1 day	(1.0)	15	10	**	**	**	**	**	**	**	**
		9%	12%	**	**	**	**	**	**	**	**
2-3 days	(2.5)	31	13	**	**	**	**	**	**	**	**
		19%	15%	**	**	**	**	**	**	**	**
4-6 days	(5.0)	20	9	**	**	**	**	**	**	**	**
		12%	10%	**	**	**	**	**	**	**	**
A week	(7.0)	35	20	**	**	**	**	**	**	**	**
		21%	24%	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	26	13	**	**	**	**	**	**	**	**
		15%	15%	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	16	7	**	**	**	**	**	**	**	**
		10%	8%	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	9	3	**	**	**	**	**	**	**	**
		5%	3%	**	**	**	**	**	**	**	**
A month	(30.0)	8	7	**	**	**	**	**	**	**	**
		5%	8%	**	**	**	**	**	**	**	**
More than a month	(35.0)	5	2	**	**	**	**	**	**	**	**
		3%	3%	**	**	**	**	**	**	**	**
Don't know		2	2	**	**	**	**	**	**	**	**
		1%	3%	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		100	52	**	**	**	**	**	**	**	**
		61%	61%	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		150	74	**	**	**	**	**	**	**	**
		91%	86%	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		13	9	**	**	**	**	**	**	**	**
		8%	11%	**	**	**	**	**	**	**	**
Base for stats		163	83	**	**	**	**	**	**	**	**
Mean number of days		9.7	10.0	**	**	**	**	**	**	**	**
Standard deviation		8.72	9.30	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	195	130	130	53	77	46	84	-	-	-	-
Effective Weighted Sample	167	127	127	52	77	46	82	-	-	-	-
Total	165	85	85	39	46	27	58	-	-	-	-
Standard error	.63	.83	.83	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		
		Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
			~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Significance Level: 95%																	
Unweighted total		195	-	-	-	-	-	-	31	34	-	-	-	-	-	-	-
Effective Weighted Sample		167	-	-	-	-	-	-	31	34	-	-	-	-	-	-	-
Total		165	-	-	-	-	-	-	27	53	-	-	-	-	-	-	-
1 day	(1.0)	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		61%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		150	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		91%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats		163	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	195	-	-	-	-	-	-	31	34	-	-	-	-	-	-	-
Effective Weighted Sample	167	-	-	-	-	-	-	31	34	-	-	-	-	-	-	-
Total	165	-	-	-	-	-	-	27	53	-	-	-	-	-	-	-
Mean number of days	9.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	8.72	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.63	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
Total		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	195	-	-	81	113	121	57	16	74	70	16	35	144	51
Effective Weighted Sample	167	-	-	69	97	102	51	16	63	60	14	30	123	44
Total	165	-	-	74	90	110	43	11	66	59	12	29	124	41
1 day	(1.0)	15	**	**	8	7	**	**	**	**	**	**	9	**
	9%	**	**	**	8%	6%	**	**	**	**	**	**	7%	**
2-3 days	(2.5)	31	**	**	14	25	**	**	**	**	**	**	23	**
	19%	**	**	**	15%	22%	**	**	**	**	**	**	19%	**
4-6 days	(5.0)	20	**	**	7	15	**	**	**	**	**	**	16	**
	12%	**	**	**	8%	13%	**	**	**	**	**	**	13%	**
A week	(7.0)	35	**	**	22	24	**	**	**	**	**	**	25	**
	21%	**	**	**	24%	22%	**	**	**	**	**	**	20%	**
1-2 weeks	(10.0)	26	**	**	14	15	**	**	**	**	**	**	21	**
	15%	**	**	**	16%	14%	**	**	**	**	**	**	17%	**
2-3 weeks	(17.0)	16	**	**	9	10	**	**	**	**	**	**	14	**
	10%	**	**	**	11%	9%	**	**	**	**	**	**	11%	**
3-4 weeks	(24.0)	9	**	**	6	8	**	**	**	**	**	**	4	**
	5%	**	**	**	6%	7%	**	**	**	**	**	**	3%	**
A month	(30.0)	8	**	**	6	4	**	**	**	**	**	**	6	**
	5%	**	**	**	7%	4%	**	**	**	**	**	**	5%	**
More than a month	(35.0)	5	**	**	2	1	**	**	**	**	**	**	4	**
	3%	**	**	**	3%	1%	**	**	**	**	**	**	3%	**
Don't know	2	**	**	**	1	1	**	**	**	**	**	**	1	**
	1%	**	**	**	2%	1%	**	**	**	**	**	**	1%	**
ONE WEEK OR LESS	100	**	**	**	51	71	**	**	**	**	**	**	74	**
	61%	**	**	**	56%	64%	**	**	**	**	**	**	59%	**
UP TO 4 WEEKS	150	**	**	**	80	104	**	**	**	**	**	**	113	**
	91%	**	**	**	89%	95%	**	**	**	**	**	**	91%	**
MORE THAN 4 WEEKS	13	**	**	**	9	5	**	**	**	**	**	**	10	**
	8%	**	**	**	10%	5%	**	**	**	**	**	**	8%	**
Base for stats	163	**	**	**	89	109	**	**	**	**	**	**	124	**
Mean number of days	9.7	**	**	**	10.7	9.0	**	**	**	**	**	**	9.8	**
Standard deviation	8.72	**	**	**	9.14	7.81	**	**	**	**	**	**	8.66	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	195	-	-	81	113	121	57	16	74	70	16	35	144	51
Effective Weighted Sample	167	-	-	69	97	102	51	16	63	60	14	30	123	44
Total	165	-	-	74	90	110	43	11	66	59	12	29	124	41
Standard error	.63	**	**	**	.87	.71	**	**	**	**	**	**	.72	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

		Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
			ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%			a	~b	~c	~d	a	~b	~a	~b
Unweighted total		195	172	12	6	5	178	17	96	94
Effective Weighted Sample		167	147	11	5	5	152	15	81	83
Total		165	147	9	6	3	153	13	87	74
1 day	(1.0)	15	12	**	**	**	14	**	**	**
		9%	8%	**	**	**	9%	**	**	**
2-3 days	(2.5)	31	28	**	**	**	28	**	**	**
		19%	19%	**	**	**	18%	**	**	**
4-6 days	(5.0)	20	19	**	**	**	19	**	**	**
		12%	13%	**	**	**	13%	**	**	**
A week	(7.0)	35	32	**	**	**	32	**	**	**
		21%	22%	**	**	**	21%	**	**	**
1-2 weeks	(10.0)	26	23	**	**	**	23	**	**	**
		15%	16%	**	**	**	15%	**	**	**
2-3 weeks	(17.0)	16	14	**	**	**	16	**	**	**
		10%	10%	**	**	**	11%	**	**	**
3-4 weeks	(24.0)	9	7	**	**	**	8	**	**	**
		5%	5%	**	**	**	5%	**	**	**
A month	(30.0)	8	6	**	**	**	6	**	**	**
		5%	4%	**	**	**	4%	**	**	**
More than a month	(35.0)	5	5	**	**	**	4	**	**	**
		3%	3%	**	**	**	3%	**	**	**
Don't know		2	1	**	**	**	2	**	**	**
		1%	1%	**	**	**	1%	**	**	**
ONE WEEK OR LESS		100	91	**	**	**	93	**	**	**
		61%	62%	**	**	**	61%	**	**	**
UP TO 4 WEEKS		150	135	**	**	**	140	**	**	**
		91%	92%	**	**	**	92%	**	**	**
MORE THAN 4 WEEKS		13	11	**	**	**	11	**	**	**
		8%	7%	**	**	**	7%	**	**	**
Base for stats		163	145	**	**	**	150	**	**	**
Mean number of days		9.7	9.5	**	**	**	9.5	**	**	**
Standard deviation		8.72	8.62	**	**	**	8.56	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	~a	~b
Significance Level: 95%									
Unweighted total	195	172	12	6	5	178	17	96	94
Effective Weighted Sample	167	147	11	5	5	152	15	81	83
Total	165	147	9	6	3	153	13	87	74
Standard error	.63	.66	**	**	**	.65	**	**	**
Columns Tested: a,b,c,d - a,b - a,b									

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

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	195	130	130	53	77	46	84	-	-	-	-
Effective Weighted Sample	167	127	127	52	77	46	82	-	-	-	-
Total	165	85	85	39	46	27	58	-	-	-	-
Yes	75	27	27	**	**	**	**	**	**	**	**
	45%	31%	31%	**	**	**	**	**	**	**	**
No	83	55	55	**	**	**	**	**	**	**	**
	50%	65%	65%	**	**	**	**	**	**	**	**
Can't remember	7	3	3	**	**	**	**	**	**	**	**
	4%	4%	4%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	195	-	-	-	-	-	-	31	34	-	-	-	-	-	-	-
Effective Weighted Sample	167	-	-	-	-	-	-	31	34	-	-	-	-	-	-	-
Total	165	-	-	-	-	-	-	27	53	-	-	-	-	-	-	-
Yes	75	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	83	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	195	-	-	81	113	121	57	16	74	70	16	35	144	51
Effective Weighted Sample	167	-	-	69	97	102	51	16	63	60	14	30	123	44
Total	165	-	-	74	90	110	43	11	66	59	12	29	124	41
Yes	75	**	**	**	34	55	**	**	**	**	**	**	63	**
	45%	**	**	**	37%	50%	**	**	**	**	**	**	51%	**
No	83	**	**	**	51	49	**	**	**	**	**	**	56	**
	50%	**	**	**	57%	44%	**	**	**	**	**	**	45%	**
Can't remember	7	**	**	**	6	7	**	**	**	**	**	**	5	**
	4%	**	**	**	6%	6%	**	**	**	**	**	**	4%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	~a	~b
Significance Level: 95%									
Unweighted total	195	172	12	6	5	178	17	96	94
Effective Weighted Sample	167	147	11	5	5	152	15	81	83
Total	165	147	9	6	3	153	13	87	74
Yes	75	69	**	**	**	72	**	**	**
	45%	47%	**	**	**	47%	**	**	**
No	83	72	**	**	**	75	**	**	**
	50%	49%	**	**	**	49%	**	**	**
Can't remember	7	6	**	**	**	6	**	**	**
	4%	4%	**	**	**	4%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	939	684	684	416	268	205	479	-	-	-	-
Effective Weighted Sample	828	666	666	410	268	205	471	-	-	-	-
Total	797	485	485	326	159	120	365	-	-	-	-
Yes	75	27	27	12	15	11	16	**	**	**	**
	9%	6%	6%	4%	9%	9%	4%	**	**	**	**
					a	b					
No	83	55	55	26	29	15	41	**	**	**	**
	10%	11%	11%	8%	18%	12%	11%	**	**	**	**
					a						
Can't remember	7	3	3	1	2	1	2	**	**	**	**
	1%	1%	1%	1%	1%	1%	1%	**	**	**	**
NO OVERLAP FOR FIXED BROADBAND SERVICE	631	400	400	287	113	93	307	**	**	**	**
	79%	82%	82%	88%	71%	78%	84%	**	**	**	**
				b		a					

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	939	-	-	-	-	-	-	125	130	-	-	-	-	-	-	-
Effective Weighted Sample	828	-	-	-	-	-	-	125	130	-	-	-	-	-	-	-
Total	797	-	-	-	-	-	-	107	204	-	-	-	-	-	-	-
Yes	75	**	**	**	**	**	**	12	36	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	11%	18%	**	**	**	**	**	**	**
No	83	**	**	**	**	**	**	14	14	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	13%	7%	**	**	**	**	**	**	**
Can't remember	7	**	**	**	**	**	**	1	3	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	1%	2%	**	**	**	**	**	**	**
NO OVERLAP FOR FIXED BROADBAND SERVICE	631	**	**	**	**	**	**	81	151	**	**	**	**	**	**	**
	79%	**	**	**	**	**	**	75%	74%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Unweighted total	939	-	-	404	532	554	295	87	340	273	158	162	613	320
Effective Weighted Sample	828	-	-	357	468	479	275	82	296	243	140	145	538	285
Total	797	-	-	339	455	498	228	67	289	233	133	137	522	270
Yes	75	**	**	40	34	55	15	**	36	27	2	9	63	12
	9%	**	**	12%	7%	11%	6%	**	12%	12%	2%	7%	12%	4%
				b		b			cf	cf		c	cf	
No	83	**	**	32	51	49	28	**	27	30	10	17	56	27
	10%	**	**	9%	11%	10%	12%	**	9%	13%	7%	13%	11%	10%
Can't remember	7	**	**	2	6	7	1	**	3	2	-	2	5	2
	1%	**	**	*%	1%	1%	*%	**	1%	1%	-%	2%	1%	1%
NO OVERLAP FOR FIXED BROADBAND SERVICE	631	**	**	265	365	388	185	**	224	174	121	108	397	229
	79%	**	**	78%	80%	78%	81%	**	77%	75%	91%	79%	76%	85%
											abde			abe

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	b	a	b
Unweighted total	939	796	76	49	18	824	115	383	501
Effective Weighted Sample	828	701	67	45	16	724	104	334	447
Total	797	676	67	40	14	699	97	330	419
Yes	75	69	**	**	**	72	3	47	25
	9%	10%	**	**	**	10%	3%	14%	6%
						b		b	
No	83	72	**	**	**	75	9	35	47
	10%	11%	**	**	**	11%	9%	11%	11%
Can't remember	7	6	**	**	**	6	1	5	2
	1%	1%	**	**	**	1%	2%	2%	*%
NO OVERLAP FOR FIXED BROADBAND SERVICE	631	530	**	**	**	547	84	243	346
	79%	78%	**	**	**	78%	87%	74%	82%
							a		a

Columns Tested: a,b,c,d - a,b - a,b

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

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	195	130	130	53	77	46	84	-	-	-	-
Effective Weighted Sample	167	127	127	52	77	46	82	-	-	-	-
Total	165	85	85	39	46	27	58	-	-	-	-
To ensure I always had this service available during the switch	56 34%	31 36%	31 36%	** **	** **	** **	** **	** **	** **	** **	** **
To switch on a particular date that I wanted	50 30%	17 20%	17 20%	** **	** **	** **	** **	** **	** **	** **	** **
The new provider gave me a starting date that was before the end of my previous contract	47 29%	22 25%	22 25%	** **	** **	** **	** **	** **	** **	** **	** **
The previous service wasn't cancelled correctly/ on the date requested	41 25%	15 18%	15 18%	** **	** **	** **	** **	** **	** **	** **	** **
Due to the available engineer appointment dates	36 22%	13 15%	13 15%	** **	** **	** **	** **	** **	** **	** **	** **
To get faster broadband speeds as soon as possible	30 18%	10 11%	10 11%	** **	** **	** **	** **	** **	** **	** **	** **
To switch to a better service immediately	27 16%	12 14%	12 14%	** **	** **	** **	** **	** **	** **	** **	** **
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	27 16%	11 12%	11 12%	** **	** **	** **	** **	** **	** **	** **	** **
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	195	130	130	53	77	46	84	-	-	-	-
Effective Weighted Sample	167	127	127	52	77	46	82	-	-	-	-
Total	165	85	85	39	46	27	58	-	-	-	-
To sign up with my new provider before a deal ran out	23	13	13	**	**	**	**	**	**	**	**
	14%	15%	15%	**	**	**	**	**	**	**	**
Other reasons	10	7	7	**	**	**	**	**	**	**	**
	6%	8%	8%	**	**	**	**	**	**	**	**
Don't know	6	5	5	**	**	**	**	**	**	**	**
	4%	6%	6%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	195	-	-	-	-	-	-	31	34	-	-	-	-	-	-	-
Effective Weighted Sample	167	-	-	-	-	-	-	31	34	-	-	-	-	-	-	-
Total	165	-	-	-	-	-	-	27	53	-	-	-	-	-	-	-
To ensure I always had this service available during the switch	56	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	50	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	47	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get faster broadband speeds as soon as possible	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b																

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

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	195	-	-	-	-	-	-	31	34	-	-	-	-	-	-	-
Effective Weighted Sample	167	-	-	-	-	-	-	31	34	-	-	-	-	-	-	-
Total	165	-	-	-	-	-	-	27	53	-	-	-	-	-	-	-
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	~a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Significance Level: 95%														
Unweighted total	195	-	-	81	113	121	57	16	74	70	16	35	144	51
Effective Weighted Sample	167	-	-	69	97	102	51	16	63	60	14	30	123	44
Total	165	-	-	74	90	110	43	11	66	59	12	29	124	41
To ensure I always had this service available during the switch	56	**	**	**	29	38	**	**	**	**	**	**	41	**
	34%	**	**	**	32%	34%	**	**	**	**	**	**	33%	**
To switch on a particular date that I wanted	50	**	**	**	25	42	**	**	**	**	**	**	39	**
	30%	**	**	**	28%	38%	**	**	**	**	**	**	31%	**
The new provider gave me a starting date that was before the end of my previous contract	47	**	**	**	17	34	**	**	**	**	**	**	33	**
	29%	**	**	**	19%	31%	**	**	**	**	**	**	27%	**
The previous service wasn't cancelled correctly/ on the date requested	41	**	**	**	18	30	**	**	**	**	**	**	30	**
	25%	**	**	**	20%	27%	**	**	**	**	**	**	24%	**
Due to the available engineer appointment dates	36	**	**	**	17	28	**	**	**	**	**	**	27	**
	22%	**	**	**	19%	25%	**	**	**	**	**	**	21%	**
To get faster broadband speeds as soon as possible	30	**	**	**	17	23	**	**	**	**	**	**	19	**
	18%	**	**	**	18%	21%	**	**	**	**	**	**	15%	**
To switch to a better service immediately	27	**	**	**	14	19	**	**	**	**	**	**	18	**
	16%	**	**	**	15%	17%	**	**	**	**	**	**	14%	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	27	**	**	**	13	20	**	**	**	**	**	**	21	**
	16%	**	**	**	14%	18%	**	**	**	**	**	**	17%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted total	195	-	-	81	113	121	57	16	74	70	16	35	144	51
Effective Weighted Sample	167	-	-	69	97	102	51	16	63	60	14	30	123	44
Total	165	-	-	74	90	110	43	11	66	59	12	29	124	41
To sign up with my new provider before a deal ran out	23	**	**	**	11	17	**	**	**	**	**	**	13	**
	14%	**	**	**	12%	15%	**	**	**	**	**	**	11%	**
Other reasons	10	**	**	**	5	5	**	**	**	**	**	**	8	**
	6%	**	**	**	5%	4%	**	**	**	**	**	**	7%	**
Don't know	6	**	**	**	5	3	**	**	**	**	**	**	5	**
	4%	**	**	**	5%	2%	**	**	**	**	**	**	4%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	~a	~b
Unweighted total	195	172	12	6	5	178	17	96	94
Effective Weighted Sample	167	147	11	5	5	152	15	81	83
Total	165	147	9	6	3	153	13	87	74
To ensure I always had this service available during the switch	56	51	**	**	**	54	**	**	**
	34%	35%	**	**	**	35%	**	**	**
To switch on a particular date that I wanted	50	43	**	**	**	49	**	**	**
	30%	29%	**	**	**	32%	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	47	44	**	**	**	43	**	**	**
	29%	30%	**	**	**	28%	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	41	36	**	**	**	36	**	**	**
	25%	24%	**	**	**	24%	**	**	**
Due to the available engineer appointment dates	36	32	**	**	**	34	**	**	**
	22%	22%	**	**	**	22%	**	**	**
To get faster broadband speeds as soon as possible	30	26	**	**	**	28	**	**	**
	18%	18%	**	**	**	18%	**	**	**
To switch to a better service immediately	27	24	**	**	**	25	**	**	**
	16%	16%	**	**	**	16%	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	27	25	**	**	**	25	**	**	**
	16%	17%	**	**	**	17%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base : Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	~a	~b
Unweighted total	195	172	12	6	5	178	17	96	94
Effective Weighted Sample	167	147	11	5	5	152	15	81	83
Total	165	147	9	6	3	153	13	87	74
To sign up with my new provider before a deal ran out	23	20	**	**	**	23	**	**	**
	14%	14%	**	**	**	15%	**	**	**
Other reasons	10	9	**	**	**	10	**	**	**
	6%	6%	**	**	**	6%	**	**	**
Don't know	6	5	**	**	**	5	**	**	**
	4%	3%	**	**	**	4%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	116	71	71	13	58	38	-	33	-	-	-
Effective Weighted Sample	99	68	68	13	56	38	-	33	-	-	-
Total	118	51	51	8	43	22	-	28	-	-	-
1 day	(1.0)	13	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	15	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	14	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	31	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	14	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	11	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	8	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	8	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	2	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	73	**	**	**	**	**	**	**	**	**	**
	62%	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	107	**	**	**	**	**	**	**	**	**	**
	90%	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	10	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**
Base for stats	117	**	**	**	**	**	**	**	**	**	**
Mean number of days	10.1	**	**	**	**	**	**	**	**	**	**
Standard deviation	8.87	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	116	71	71	13	58	38	-	33	-	-	-
Effective Weighted Sample	99	68	68	13	56	38	-	33	-	-	-
Total	118	51	51	8	43	22	-	28	-	-	-
Standard error	.83	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		
		Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
			~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Significance Level: 95%																	
Unweighted total		116	-	-	-	-	-	-	4	41	-	-	-	-	-	-	-
Effective Weighted Sample		99	-	-	-	-	-	-	4	41	-	-	-	-	-	-	-
Total		118	-	-	-	-	-	-	3	64	-	-	-	-	-	-	-
1 day	(1.0)	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		73	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		62%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		107	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		90%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats		117	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	116	-	-	-	-	-	-	4	41	-	-	-	-	-	-	-
Effective Weighted Sample	99	-	-	-	-	-	-	4	41	-	-	-	-	-	-	-
Total	118	-	-	-	-	-	-	3	64	-	-	-	-	-	-	-
Mean number of days	10.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	8.87	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.83	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Significance Level: 95%														
Unweighted total	116	-	-	54	62	86	26	4	64	31	11	10	95	21
Effective Weighted Sample	99	-	-	47	53	75	22	4	56	27	10	9	81	18
Total	118	-	-	59	60	95	21	2	72	26	9	11	98	20
1 day	(1.0)	13	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	(2.5)	15	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	(5.0)	14	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	(7.0)	31	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	(10.0)	14	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	(17.0)	11	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	(24.0)	8	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	(30.0)	8	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	(35.0)	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	73	**	**	**	**	**	**	**	**	**	**	**	**	**
	62%	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	107	**	**	**	**	**	**	**	**	**	**	**	**	**
	90%	**	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	10	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	117	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	10.1	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	8.87	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	116	-	-	54	62	86	26	4	64	31	11	10	95	21
Effective Weighted Sample	99	-	-	47	53	75	22	4	56	27	10	9	81	18
Total	118	-	-	59	60	95	21	2	72	26	9	11	98	20
Standard error	.83	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND ~a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	URBAN a	RURAL ~b	YES ~a	NO ~b
Significance Level: 95%									
Unweighted total	116	92	13	8	3	106	10	70	44
Effective Weighted Sample	99	79	11	7	3	91	8	61	37
Total	118	94	13	9	2	110	9	76	41
1 day	(1.0)	13	**	**	**	12	**	**	**
	11%	**	**	**	**	11%	**	**	**
2-3 days	(2.5)	15	**	**	**	13	**	**	**
	13%	**	**	**	**	12%	**	**	**
4-6 days	(5.0)	14	**	**	**	14	**	**	**
	12%	**	**	**	**	12%	**	**	**
A week	(7.0)	31	**	**	**	29	**	**	**
	26%	**	**	**	**	26%	**	**	**
1-2 weeks	(10.0)	14	**	**	**	14	**	**	**
	12%	**	**	**	**	13%	**	**	**
2-3 weeks	(17.0)	11	**	**	**	11	**	**	**
	10%	**	**	**	**	10%	**	**	**
3-4 weeks	(24.0)	8	**	**	**	7	**	**	**
	7%	**	**	**	**	6%	**	**	**
A month	(30.0)	8	**	**	**	7	**	**	**
	7%	**	**	**	**	7%	**	**	**
More than a month	(35.0)	2	**	**	**	1	**	**	**
	1%	**	**	**	**	1%	**	**	**
Don't know	1	**	**	**	**	1	**	**	**
	1%	**	**	**	**	1%	**	**	**
ONE WEEK OR LESS	73	**	**	**	**	68	**	**	**
	62%	**	**	**	**	62%	**	**	**
UP TO 4 WEEKS	107	**	**	**	**	100	**	**	**
	90%	**	**	**	**	91%	**	**	**
MORE THAN 4 WEEKS	10	**	**	**	**	8	**	**	**
	9%	**	**	**	**	8%	**	**	**
Base for stats	117	**	**	**	**	108	**	**	**
Mean number of days	10.1	**	**	**	**	9.8	**	**	**
Standard deviation	8.87	**	**	**	**	8.52	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	a	~b	~a	~b
Unweighted total	116	92	13	8	3	106	10	70	44
Effective Weighted Sample	99	79	11	7	3	91	8	61	37
Total	118	94	13	9	2	110	9	76	41
Standard error	.83	**	**	**	**	.84	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	116	71	71	13	58	38	-	33	-	-	-
Effective Weighted Sample	99	68	68	13	56	38	-	33	-	-	-
Total	118	51	51	8	43	22	-	28	-	-	-
Yes	56	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**
No	55	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**
Can't remember	8	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	116	-	-	-	-	-	-	4	41	-	-	-	-	-	-	-
Effective Weighted Sample	99	-	-	-	-	-	-	4	41	-	-	-	-	-	-	-
Total	118	-	-	-	-	-	-	3	64	-	-	-	-	-	-	-
Yes	56	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	55	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	116	-	-	54	62	86	26	4	64	31	11	10	95	21
Effective Weighted Sample	99	-	-	47	53	75	22	4	56	27	10	9	81	18
Total	118	-	-	59	60	95	21	2	72	26	9	11	98	20
Yes	56	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**
No	55	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	8	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	a	~b	~a	~b
Unweighted total	116	92	13	8	3	106	10	70	44
Effective Weighted Sample	99	79	11	7	3	91	8	61	37
Total	118	94	13	9	2	110	9	76	41
Yes	56	**	**	**	**	54	**	**	**
	47%	**	**	**	**	49%	**	**	**
No	55	**	**	**	**	49	**	**	**
	46%	**	**	**	**	45%	**	**	**
Can't remember	8	**	**	**	**	7	**	**	**
	7%	**	**	**	**	7%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	a	~b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	480	373	373	72	301	205	-	168	-	-	-
Effective Weighted Sample	411	359	359	72	291	205	-	168	-	-	-
Total	423	265	265	42	222	120	-	145	-	-	-
Yes	56	18	18	**	14	6	**	12	**	**	**
	13%	7%	7%	**	6%	5%	**	8%	**	**	**
No	55	30	30	**	27	16	**	15	**	**	**
	13%	11%	11%	**	12%	13%	**	10%	**	**	**
Can't remember	8	2	2	**	2	1	**	2	**	**	**
	2%	1%	1%	**	1%	*%	**	1%	**	**	**
NO OVERLAP FOR PAY TV SERVICE	304	214	214	**	179	98	**	116	**	**	**
	72%	81%	81%	**	81%	81%	**	80%	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	480	-	-	-	-	-	-	14	93	-	-	-	-	-	-	-
Effective Weighted Sample	411	-	-	-	-	-	-	14	93	-	-	-	-	-	-	-
Total	423	-	-	-	-	-	-	12	146	-	-	-	-	-	-	-
Yes	56	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	55	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NO OVERLAP FOR PAY TV SERVICE	304	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	72%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	480	-	-	242	233	338	115	25	228	113	70	67	341	137
Effective Weighted Sample	411	-	-	207	199	291	100	23	193	98	62	58	290	119
Total	423	-	-	216	202	315	89	17	206	96	59	61	302	120
Yes	56	**	**	31	24	47	8	**	39	10	**	**	49	6
	13%	**	**	15%	12%	15%	9%	**	19%	11%	**	**	16%	5%
									bf				f	
No	55	**	**	26	29	41	12	**	30	12	**	**	42	13
	13%	**	**	12%	14%	13%	13%	**	15%	12%	**	**	14%	11%
Can't remember	8	**	**	2	6	6	2	**	2	4	**	**	7	1
	2%	**	**	1%	3%	2%	2%	**	1%	4%	**	**	2%	1%
NO OVERLAP FOR PAY TV SERVICE	304	**	**	157	143	220	68	**	134	70	**	**	203	99
	72%	**	**	73%	71%	70%	76%	**	65%	73%	**	**	67%	83%
														ae

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base : Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	480	406	37	24	13	426	54	228	213
Effective Weighted Sample	411	348	32	21	12	364	47	193	185
Total	423	360	32	21	10	378	45	210	180
Yes	56	44	**	**	**	54	**	38	17
	13%	12%	**	**	**	14%	**	18%	9%
								b	
No	55	43	**	**	**	49	**	34	20
	13%	12%	**	**	**	13%	**	16%	11%
Can't remember	8	7	**	**	**	7	**	4	4
	2%	2%	**	**	**	2%	**	2%	2%
NO OVERLAP FOR PAY TV SERVICE	304	266	**	**	**	268	**	133	139
	72%	74%	**	**	**	71%	**	64%	77%
								a	

Columns Tested: a,b,c,d - a,b - a,b

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

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	116	71	71	13	58	38	-	33	-	-	-
Effective Weighted Sample	99	68	68	13	56	38	-	33	-	-	-
Total	118	51	51	8	43	22	-	28	-	-	-
To ensure I always had this service available during the switch	36	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	33	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	30	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	29	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	27	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	26	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
To get a channel in time to view a specific event	25	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	22	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	116	71	71	13	58	38	-	33	-	-	-
Effective Weighted Sample	99	68	68	13	56	38	-	33	-	-	-
Total	118	51	51	8	43	22	-	28	-	-	-
To sign up with my new provider before a deal ran out	21	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
To get the channels I wanted as soon as possible	14	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
Other reasons	1	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	116	-	-	-	-	-	-	4	41	-	-	-	-	-	-	-
Effective Weighted Sample	99	-	-	-	-	-	-	4	41	-	-	-	-	-	-	-
Total	118	-	-	-	-	-	-	3	64	-	-	-	-	-	-	-
To ensure I always had this service available during the switch	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	29	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get a channel in time to view a specific event	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	116	-	-	-	-	-	-	4	41	-	-	-	-	-	-	-
Effective Weighted Sample	99	-	-	-	-	-	-	4	41	-	-	-	-	-	-	-
Total	118	-	-	-	-	-	-	3	64	-	-	-	-	-	-	-
Due to the available engineer appointment dates	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get the channels I wanted as soon as possible	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Significance Level: 95%														
Unweighted total	116	-	-	54	62	86	26	4	64	31	11	10	95	21
Effective Weighted Sample	99	-	-	47	53	75	22	4	56	27	10	9	81	18
Total	118	-	-	59	60	95	21	2	72	26	9	11	98	20
To ensure I always had this service available during the switch	36	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	33	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	30	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	29	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	27	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	26	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**
To get a channel in time to view a specific event	25	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	22	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Significance Level: 95%														
Unweighted total	116	-	-	54	62	86	26	4	64	31	11	10	95	21
Effective Weighted Sample	99	-	-	47	53	75	22	4	56	27	10	9	81	18
Total	118	-	-	59	60	95	21	2	72	26	9	11	98	20
To sign up with my new provider before a deal ran out	21	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**
To get the channels I wanted as soon as possible	14	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	1	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	a	~b	~a	~b
Unweighted total	116	92	13	8	3	106	10	70	44
Effective Weighted Sample	99	79	11	7	3	91	8	61	37
Total	118	94	13	9	2	110	9	76	41
To ensure I always had this service available during the switch	36	**	**	**	**	34	**	**	**
	30%	**	**	**	**	31%	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	33	**	**	**	**	33	**	**	**
	28%	**	**	**	**	30%	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	30	**	**	**	**	24	**	**	**
	25%	**	**	**	**	22%	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	29	**	**	**	**	28	**	**	**
	24%	**	**	**	**	26%	**	**	**
To switch on a particular date that I wanted	27	**	**	**	**	25	**	**	**
	23%	**	**	**	**	23%	**	**	**
To switch to a better service immediately	26	**	**	**	**	22	**	**	**
	22%	**	**	**	**	20%	**	**	**
To get a channel in time to view a specific event	25	**	**	**	**	25	**	**	**
	21%	**	**	**	**	23%	**	**	**
Due to the available engineer appointment dates	22	**	**	**	**	21	**	**	**
	19%	**	**	**	**	19%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q41C. Why did the contracts overlap for your Pay TV Service?

Base : Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	a	~b	~a	~b
Unweighted total	116	92	13	8	3	106	10	70	44
Effective Weighted Sample	99	79	11	7	3	91	8	61	37
Total	118	94	13	9	2	110	9	76	41
To sign up with my new provider before a deal ran out	21	**	**	**	**	19	**	**	**
	18%	**	**	**	**	18%	**	**	**
To get the channels I wanted as soon as possible	14	**	**	**	**	13	**	**	**
	12%	**	**	**	**	12%	**	**	**
Other reasons	1	**	**	**	**	1	**	**	**
	1%	**	**	**	**	1%	**	**	**
Don't know	2	**	**	**	**	2	**	**	**
	2%	**	**	**	**	2%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	677	206	525	62	144	81	92	33	319	240	79
Effective Weighted Sample	620	200	485	60	140	81	90	33	317	240	79
Total	739	140	535	46	94	47	64	28	395	311	84
LANDLINE	81	51	51	**	28	**	**	**	-	-	**
	11%	37%	10%	**	30%	**	**	**	-%	-%	**
		b									
FIXED BROADBAND	90	59	59	**	31	**	**	**	-	-	**
	12%	42%	11%	**	33%	**	**	**	-%	-%	**
		b									
PAY TV	63	33	33	**	29	**	**	**	-	-	**
	9%	23%	6%	**	30%	**	**	**	-%	-%	**
		b									
ANY OF THESE	167	84	84	**	55	**	**	**	-	-	**
	23%	60%	16%	**	58%	**	**	**	-%	-%	**
		b									
NONE OF THESE	572	56	451	**	39	**	**	**	395	311	**
	77%	40%	84%	**	42%	**	**	**	100%	100%	**
		a									

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	d	~e	~f	~a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	677	97	52	170	128	42	21	48	104	-	-	-	-	-	-	-
Effective Weighted Sample	620	96	52	169	128	42	21	48	104	-	-	-	-	-	-	-
Total	739	121	64	211	166	45	22	41	163	-	-	-	-	-	-	-
LANDLINE	81	**	**	-	-	**	**	**	20	**	**	**	**	**	**	**
	11%	**	**	-%	-%	**	**	**	13%	**	**	**	**	**	**	**
FIXED BROADBAND	90	**	**	-	-	**	**	**	17	**	**	**	**	**	**	**
	12%	**	**	-%	-%	**	**	**	11%	**	**	**	**	**	**	**
PAY TV	63	**	**	-	-	**	**	**	27	**	**	**	**	**	**	**
	9%	**	**	-%	-%	**	**	**	16%	**	**	**	**	**	**	**
ANY OF THESE	167	**	**	-	-	**	**	**	57	**	**	**	**	**	**	**
	23%	**	**	-%	-%	**	**	**	35%	**	**	**	**	**	**	**
NONE OF THESE	572	**	**	211	166	**	**	**	107	**	**	**	**	**	**	**
	77%	**	**	100%	100%	**	**	**	65%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	677	-	-	330	341	506	137	33	319	178	87	93	497	180
Effective Weighted Sample	620	-	-	303	311	470	122	30	292	162	81	86	454	166
Total	739	-	-	368	365	580	128	30	356	190	93	101	546	193
LANDLINE	81	**	**	33	46	49	26	**	29	23	**	**	52	29
	11%	**	**	9%	13%	9%	20%	**	8%	12%	**	**	9%	15%
							a							ae
FIXED BROADBAND	90	**	**	34	57	55	29	**	30	32	**	**	61	29
	12%	**	**	9%	16%	10%	22%	**	8%	17%	**	**	11%	15%
					a		a			a				a
PAY TV	63	**	**	27	35	48	14	**	33	16	**	**	49	14
	9%	**	**	7%	10%	8%	11%	**	9%	8%	**	**	9%	7%
ANY OF THESE	167	**	**	66	100	119	40	**	67	50	**	**	117	51
	23%	**	**	18%	27%	21%	31%	**	19%	26%	**	**	21%	26%
					a		a							
NONE OF THESE	572	**	**	302	266	461	88	**	289	140	**	**	429	143
	77%	**	**	82%	73%	79%	69%	**	81%	74%	**	**	79%	74%
				b		b								

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	b
Significance Level: 95%									
Unweighted total	677	573	54	38	12	632	45	414	239
Effective Weighted Sample	620	524	50	36	11	579	42	380	218
Total	739	623	59	45	11	693	46	465	247
LANDLINE	81	64	**	**	**	74	**	44	35
	11%	10%	**	**	**	11%	**	10%	14%
FIXED BROADBAND	90	78	**	**	**	80	**	40	49
	12%	12%	**	**	**	12%	**	9%	20%
									a
PAY TV	63	50	**	**	**	56	**	38	24
	9%	8%	**	**	**	8%	**	8%	10%
ANY OF THESE	167	136	**	**	**	153	**	91	73
	23%	22%	**	**	**	22%	**	20%	29%
									a
NONE OF THESE	572	487	**	**	**	541	**	374	174
	77%	78%	**	**	**	78%	**	80%	71%
								b	

Columns Tested: a,b,c,d - a,b - a,b

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

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	677	206	525	62	144	81	92	33	319	240	79
Effective Weighted Sample	620	200	485	60	140	81	90	33	317	240	79
Total	739	140	535	46	94	47	64	28	395	311	84
To ensure I always had this service available during the switch	97	41	41	**	32	**	**	**	-	-	**
	13%	30%	8%	**	34%	**	**	**	-%	-%	**
		b									
To switch on a particular date that I wanted	93	33	33	**	24	**	**	**	-	-	**
	13%	24%	6%	**	26%	**	**	**	-%	-%	**
		b									
The new provider gave me a starting date that was before the end of my previous contract	87	35	35	**	22	**	**	**	-	-	**
	12%	25%	7%	**	23%	**	**	**	-%	-%	**
		b									
The previous service wasn't cancelled correctly/ on the date requested	84	27	27	**	20	**	**	**	-	-	**
	11%	19%	5%	**	21%	**	**	**	-%	-%	**
		b									
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	73	23	23	**	18	**	**	**	-	-	**
	10%	16%	4%	**	19%	**	**	**	-%	-%	**
		b									
Due to the available engineer appointment dates	67	23	23	**	19	**	**	**	-	-	**
	9%	16%	4%	**	20%	**	**	**	-%	-%	**
		b									

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	677	206	525	62	144	81	92	33	319	240	79
Effective Weighted Sample	620	200	485	60	140	81	90	33	317	240	79
Total	739	140	535	46	94	47	64	28	395	311	84
To switch to a better service immediately	59	20	20	**	15	**	**	**	-	-	**
	8%	14%	4%	**	16%	**	**	**	-%	-%	**
		b									
To sign up with my new provider before a deal ran out	55	19	19	**	11	**	**	**	-	-	**
	7%	13%	3%	**	12%	**	**	**	-%	-%	**
		b									
To get a channel in time to view a specific event	25	5	5	**	5	**	**	**	-	-	**
	3%	3%	1%	**	5%	**	**	**	-%	-%	**
		b									
To get faster broadband speeds as soon as possible	24	6	6	**	4	**	**	**	-	-	**
	3%	4%	1%	**	4%	**	**	**	-%	-%	**
		b									
To get the channels I wanted as soon as possible	14	3	3	**	3	**	**	**	-	-	**
	2%	2%	*%	**	3%	**	**	**	-%	-%	**
To ensure I kept my number	11	3	3	**	3	**	**	**	-	-	**
	1%	2%	1%	**	3%	**	**	**	-%	-%	**
To get inclusive calls as soon as possible	11	4	4	**	4	**	**	**	-	-	**
	1%	3%	1%	**	4%	**	**	**	-%	-%	**
		b									
Other reasons	11	7	7	**	2	**	**	**	-	-	**
	2%	5%	1%	**	3%	**	**	**	-%	-%	**
		b									

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	~a	b	~a	~b	~c	a	b	~c
Unweighted total	677	206	525	62	144	81	92	33	319	240	79
Effective Weighted Sample	620	200	485	60	140	81	90	33	317	240	79
Total	739	140	535	46	94	47	64	28	395	311	84
Don't know	7	6	6	**	2	**	**	**	-	-	**
	1%	4%	1%	**	2%	**	**	**	-%	-%	**
		b									

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	d	~e	~f	~a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	677	97	52	170	128	42	21	48	104	-	-	-	-	-	-	-
Effective Weighted Sample	620	96	52	169	128	42	21	48	104	-	-	-	-	-	-	-
Total	739	121	64	211	166	45	22	41	163	-	-	-	-	-	-	-
To ensure I always had this service available during the switch	97	**	**	-	-	**	**	**	47	**	**	**	**	**	**	**
	13%	**	**	-%	-%	**	**	**	29%	**	**	**	**	**	**	**
To switch on a particular date that I wanted	93	**	**	-	-	**	**	**	50	**	**	**	**	**	**	**
	13%	**	**	-%	-%	**	**	**	31%	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	87	**	**	-	-	**	**	**	46	**	**	**	**	**	**	**
	12%	**	**	-%	-%	**	**	**	28%	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	84	**	**	-	-	**	**	**	49	**	**	**	**	**	**	**
	11%	**	**	-%	-%	**	**	**	30%	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	73	**	**	-	-	**	**	**	47	**	**	**	**	**	**	**
	10%	**	**	-%	-%	**	**	**	29%	**	**	**	**	**	**	**
Due to the available engineer appointment dates	67	**	**	-	-	**	**	**	39	**	**	**	**	**	**	**
	9%	**	**	-%	-%	**	**	**	24%	**	**	**	**	**	**	**
To switch to a better service immediately	59	**	**	-	-	**	**	**	31	**	**	**	**	**	**	**
	8%	**	**	-%	-%	**	**	**	19%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	d	~e	~f	~a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	677	97	52	170	128	42	21	48	104	-	-	-	-	-	-	-
Effective Weighted Sample	620	96	52	169	128	42	21	48	104	-	-	-	-	-	-	-
Total	739	121	64	211	166	45	22	41	163	-	-	-	-	-	-	-
To sign up with my new provider before a deal ran out	55	**	**	-	-	**	**	**	31	**	**	**	**	**	**	**
	7%	**	**	-%	-%	**	**	**	19%	**	**	**	**	**	**	**
To get a channel in time to view a specific event	25	**	**	-	-	**	**	**	20	**	**	**	**	**	**	**
	3%	**	**	-%	-%	**	**	**	13%	**	**	**	**	**	**	**
To get faster broadband speeds as soon as possible	24	**	**	-	-	**	**	**	14	**	**	**	**	**	**	**
	3%	**	**	-%	-%	**	**	**	9%	**	**	**	**	**	**	**
To get the channels I wanted as soon as possible	14	**	**	-	-	**	**	**	9	**	**	**	**	**	**	**
	2%	**	**	-%	-%	**	**	**	6%	**	**	**	**	**	**	**
To ensure I kept my number	11	**	**	-	-	**	**	**	6	**	**	**	**	**	**	**
	1%	**	**	-%	-%	**	**	**	4%	**	**	**	**	**	**	**
To get inclusive calls as soon as possible	11	**	**	-	-	**	**	**	6	**	**	**	**	**	**	**
	1%	**	**	-%	-%	**	**	**	4%	**	**	**	**	**	**	**
Other reasons	11	**	**	-	-	**	**	**	2	**	**	**	**	**	**	**
	2%	**	**	-%	-%	**	**	**	1%	**	**	**	**	**	**	**
Don't know	7	**	**	-	-	**	**	**	-	**	**	**	**	**	**	**
	1%	**	**	-%	-%	**	**	**	-%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	677	-	-	330	341	506	137	33	319	178	87	93	497	180
Effective Weighted Sample	620	-	-	303	311	470	122	30	292	162	81	86	454	166
Total	739	-	-	368	365	580	128	30	356	190	93	101	546	193
To ensure I always had this service available during the switch	97 13%	** **	** **	54 15%	43 12%	75 13%	15 12%	** **	48 14%	31 16%	** **	** **	79 14%	18 9%
To switch on a particular date that I wanted	93 13%	** **	** **	50 13%	42 12%	76 13%	13 10%	** **	51 14%	24 12%	** **	** **	75 14%	18 9%
The new provider gave me a starting date that was before the end of my previous contract	87 12%	** **	** **	50 14%	37 10%	69 12%	14 11%	** **	45 13%	25 13%	** **	** **	70 13%	17 9%
The previous service wasn't cancelled correctly/ on the date requested	84 11%	** **	** **	42 11%	41 11%	71 12%	11 8%	** **	40 11%	26 13%	** **	** **	66 12%	18 9%
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	73 10%	** **	** **	43 12%	30 8%	59 10%	13 10%	** **	42 12% f	19 10%	** **	** **	62 11% f	12 6%
Due to the available engineer appointment dates	67 9%	** **	** **	40 11%	27 7%	52 9%	13 10%	** **	35 10%	19 10%	** **	** **	54 10%	14 7%
To switch to a better service immediately	59 8%	** **	** **	28 8%	31 8%	43 7%	12 9%	** **	24 7%	18 9%	** **	** **	42 8%	17 9%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	677	-	-	330	341	506	137	33	319	178	87	93	497	180
Effective Weighted Sample	620	-	-	303	311	470	122	30	292	162	81	86	454	166
Total	739	-	-	368	365	580	128	30	356	190	93	101	546	193
To sign up with my new provider before a deal ran out	55	**	**	37	18	47	6	**	31	10	**	**	41	14
	7%	**	**	10%	5%	8%	5%	**	9%	6%	**	**	8%	7%
				b										
To get a channel in time to view a specific event	25	**	**	16	10	20	6	**	18	2	**	**	20	6
	3%	**	**	4%	3%	3%	4%	**	5%	1%	**	**	4%	3%
									b					
To get faster broadband speeds as soon as possible	24	**	**	11	13	18	4	**	9	7	**	**	16	8
	3%	**	**	3%	4%	3%	3%	**	2%	4%	**	**	3%	4%
To get the channels I wanted as soon as possible	14	**	**	6	8	12	1	**	10	2	**	**	11	2
	2%	**	**	2%	2%	2%	1%	**	3%	1%	**	**	2%	1%
To ensure I kept my number	11	**	**	7	4	9	1	**	7	-	**	**	7	4
	1%	**	**	2%	1%	2%	1%	**	2%	-%	**	**	1%	2%
To get inclusive calls as soon as possible	11	**	**	8	3	9	2	**	9	2	**	**	11	-
	1%	**	**	2%	1%	2%	1%	**	3%	1%	**	**	2%	-%
									f					
Other reasons	11	**	**	7	5	6	4	**	7	2	**	**	9	2
	2%	**	**	2%	1%	1%	3%	**	2%	1%	**	**	2%	1%
Don't know	7	**	**	1	6	4	3	**	2	5	**	**	6	1
	1%	**	**	*%	2%	1%	2%	**	*%	2%	**	**	1%	1%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	677	573	54	38	12	632	45	414	239
Effective Weighted Sample	620	524	50	36	11	579	42	380	218
Total	739	623	59	45	11	693	46	465	247
To ensure I always had this service available during the switch	97	87	**	**	**	94	**	62	34
	13%	14%	**	**	**	14%	**	13%	14%
To switch on a particular date that I wanted	93	80	**	**	**	91	**	61	31
	13%	13%	**	**	**	13%	**	13%	12%
The new provider gave me a starting date that was before the end of my previous contract	87	77	**	**	**	84	**	57	28
	12%	12%	**	**	**	12%	**	12%	11%
The previous service wasn't cancelled correctly/ on the date requested	84	67	**	**	**	77	**	59	24
	11%	11%	**	**	**	11%	**	13%	10%
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	73	60	**	**	**	72	**	56	18
	10%	10%	**	**	**	10%	**	12%	7%
Due to the available engineer appointment dates	67	57	**	**	**	65	**	45	21
	9%	9%	**	**	**	9%	**	10%	8%
To switch to a better service immediately	59	55	**	**	**	54	**	43	16
	8%	9%	**	**	**	8%	**	9%	6%
To sign up with my new provider before a deal ran out	55	49	**	**	**	53	**	38	17
	7%	8%	**	**	**	8%	**	8%	7%

Columns Tested: a,b,c,d - a,b - a,b

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

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base : Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	677	573	54	38	12	632	45	414	239
Effective Weighted Sample	620	524	50	36	11	579	42	380	218
Total	739	623	59	45	11	693	46	465	247
To get a channel in time to view a specific event	25	21	**	**	**	25	**	23	2
	3%	3%	**	**	**	4%	**	5%	1%
								b	
To get faster broadband speeds as soon as possible	24	22	**	**	**	22	**	17	6
	3%	4%	**	**	**	3%	**	4%	3%
To get the channels I wanted as soon as possible	14	14	**	**	**	13	**	10	3
	2%	2%	**	**	**	2%	**	2%	1%
To ensure I kept my number	11	10	**	**	**	11	**	11	-
	1%	2%	**	**	**	2%	**	2%	-%
								b	
To get inclusive calls as soon as possible	11	11	**	**	**	11	**	8	2
	1%	2%	**	**	**	2%	**	2%	1%
Other reasons	11	10	**	**	**	10	**	4	7
	2%	2%	**	**	**	2%	**	1%	3%
								a	
Don't know	7	5	**	**	**	7	**	2	5
	1%	1%	**	**	**	1%	**	*%	2%
									a

Columns Tested: a,b,c,d - a,b - a,b

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

Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

		ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE				MOBILE MARKET - PROCESS		
		Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
			~a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%												
Unweighted total		319	-	319	-	-	-	-	-	319	240	79
Effective Weighted Sample		317	-	317	-	-	-	-	-	317	240	79
Total		395	-	395	-	-	-	-	-	395	311	84
1 day	(1.0)	29	**	29	**	**	**	**	**	29	25	**
		7%	**	7%	**	**	**	**	**	7%	8%	**
2-3 days	(2.5)	67	**	67	**	**	**	**	**	67	52	**
		17%	**	17%	**	**	**	**	**	17%	17%	**
4-6 days	(5.0)	57	**	57	**	**	**	**	**	57	51	**
		14%	**	14%	**	**	**	**	**	14%	16%	**
A week	(7.0)	63	**	63	**	**	**	**	**	63	56	**
		16%	**	16%	**	**	**	**	**	16%	18%	**
2-3 weeks	(17.0)	87	**	87	**	**	**	**	**	87	73	**
		22%	**	22%	**	**	**	**	**	22%	23%	**
3-4 weeks	(24.0)	38	**	38	**	**	**	**	**	38	23	**
		10%	**	10%	**	**	**	**	**	10%	8%	**
A month	(30.0)	34	**	34	**	**	**	**	**	34	21	**
		8%	**	8%	**	**	**	**	**	8%	7%	**
More than a month	(35.0)	17	**	17	**	**	**	**	**	17	10	**
		4%	**	4%	**	**	**	**	**	4%	3%	**
Don't know		3	**	3	**	**	**	**	**	3	1	**
		1%	**	1%	**	**	**	**	**	1%	*%	**
ONE WEEK OR LESS		216	**	216	**	**	**	**	**	216	183	**
		55%	**	55%	**	**	**	**	**	55%	59%	**
UP TO 4 WEEKS		341	**	341	**	**	**	**	**	341	278	**
		86%	**	86%	**	**	**	**	**	86%	90%	**
MORE THAN 4 WEEKS		50	**	50	**	**	**	**	**	50	31	**
		13%	**	13%	**	**	**	**	**	13%	10%	**
Base for stats		392	**	392	**	**	**	**	**	392	310	**
Mean number of days		12.6	**	12.6	**	**	**	**	**	12.6	11.5	**
Standard deviation		10.27	**	10.27	**	**	**	**	**	10.27	9.66	**
Standard error		.58	**	.58	**	**	**	**	**	.58	.63	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

														DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
MOBILE MARKET - CURRENT CONTRACT TYPE								NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		
		Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
			~a	~b	c	d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Significance Level: 95%																	
Unweighted total		319	97	52	170	128	42	21	-	-	-	-	-	-	-	-	-
Effective Weighted Sample		317	96	52	169	128	42	21	-	-	-	-	-	-	-	-	-
Total		395	121	64	211	166	45	22	-	-	-	-	-	-	-	-	-
1 day		(1.0)	29	**	**	19	16	**	**	**	**	**	**	**	**	**	**
		7%	**	**	9%	9%	**	**	**	**	**	**	**	**	**	**	**
2-3 days		(2.5)	67	**	**	28	25	**	**	**	**	**	**	**	**	**	**
		17%	**	**	13%	15%	**	**	**	**	**	**	**	**	**	**	**
4-6 days		(5.0)	57	**	**	30	26	**	**	**	**	**	**	**	**	**	**
		14%	**	**	14%	16%	**	**	**	**	**	**	**	**	**	**	**
A week		(7.0)	63	**	**	25	21	**	**	**	**	**	**	**	**	**	**
		16%	**	**	12%	13%	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks		(17.0)	87	**	**	54	45	**	**	**	**	**	**	**	**	**	**
		22%	**	**	26%	27%	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks		(24.0)	38	**	**	21	13	**	**	**	**	**	**	**	**	**	**
		10%	**	**	10%	8%	**	**	**	**	**	**	**	**	**	**	**
A month		(30.0)	34	**	**	24	14	**	**	**	**	**	**	**	**	**	**
		8%	**	**	11%	9%	**	**	**	**	**	**	**	**	**	**	**
More than a month		(35.0)	17	**	**	10	6	**	**	**	**	**	**	**	**	**	**
		4%	**	**	5%	4%	**	**	**	**	**	**	**	**	**	**	**
Don't know		3	**	**	-	-	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS		216	**	**	102	87	**	**	**	**	**	**	**	**	**	**	**
		55%	**	**	48%	52%	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS		341	**	**	177	145	**	**	**	**	**	**	**	**	**	**	**
		86%	**	**	84%	88%	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS		50	**	**	34	21	**	**	**	**	**	**	**	**	**	**	**
		13%	**	**	16%	13%	**	**	**	**	**	**	**	**	**	**	**
Base for stats		392	**	**	211	166	**	**	**	**	**	**	**	**	**	**	**
Mean number of days		12.6	**	**	13.8	12.6	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		10.27	**	**	10.59	10.12	**	**	**	**	**	**	**	**	**	**	**
Standard error		.58	**	**	.81	.89	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
Total		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	~b	~c	a	~b	~c	~d	e	~f
Unweighted total	319	-	-	157	159	259	47	13	143	80	51	45	223	96
Effective Weighted Sample	317	-	-	156	158	257	47	13	142	79	51	45	222	95
Total	395	-	-	194	197	321	58	16	179	99	62	55	278	117
1 day	(1.0)	29	**	17	12	23	**	**	12	**	**	**	19	**
	7%	**	**	9%	6%	7%	**	**	6%	**	**	**	7%	**
2-3 days	(2.5)	67	**	31	35	49	**	**	26	**	**	**	46	**
	17%	**	**	16%	18%	15%	**	**	14%	**	**	**	17%	**
4-6 days	(5.0)	57	**	31	26	43	**	**	31	**	**	**	43	**
	14%	**	**	16%	13%	13%	**	**	17%	**	**	**	16%	**
A week	(7.0)	63	**	35	28	53	**	**	33	**	**	**	46	**
	16%	**	**	18%	14%	17%	**	**	18%	**	**	**	16%	**
2-3 weeks	(17.0)	87	**	44	42	80	**	**	38	**	**	**	59	**
	22%	**	**	22%	22%	25%	**	**	21%	**	**	**	21%	**
3-4 weeks	(24.0)	38	**	17	21	30	**	**	16	**	**	**	24	**
	10%	**	**	9%	11%	9%	**	**	9%	**	**	**	9%	**
A month	(30.0)	34	**	13	19	29	**	**	14	**	**	**	23	**
	8%	**	**	7%	10%	9%	**	**	8%	**	**	**	8%	**
More than a month	(35.0)	17	**	5	12	15	**	**	10	**	**	**	15	**
	4%	**	**	3%	6%	5%	**	**	6%	**	**	**	5%	**
Don't know	3	**	**	1	2	-	**	**	1	**	**	**	3	**
	1%	**	**	1%	1%	-%	**	**	1%	**	**	**	1%	**
ONE WEEK OR LESS	216	**	**	114	100	168	**	**	101	**	**	**	154	**
	55%	**	**	59%	51%	52%	**	**	56%	**	**	**	55%	**
UP TO 4 WEEKS	341	**	**	175	164	278	**	**	155	**	**	**	237	**
	86%	**	**	90%	83%	86%	**	**	86%	**	**	**	85%	**
MORE THAN 4 WEEKS	50	**	**	18	31	43	**	**	24	**	**	**	37	**
	13%	**	**	9%	16%	14%	**	**	13%	**	**	**	13%	**
Base for stats	392	**	**	193	195	321	**	**	178	**	**	**	275	**
Mean number of days	12.6	**	**	11.5	13.6	13.0	**	**	12.6	**	**	**	12.5	**
Standard deviation	10.27	**	**	9.59	10.80	10.25	**	**	10.34	**	**	**	10.42	**
Standard error	.58	**	**	.77	.86	.64	**	**	.87	**	**	**	.70	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

		Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
			ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%			a	~b	~c	~d	a	~b	a	b
Unweighted total		319	270	25	19	5	296	23	200	102
Effective Weighted Sample		317	268	25	19	5	294	23	199	101
Total		395	335	30	24	6	367	28	249	125
1 day	(1.0)	29	27	**	**	**	24	**	17	9
		7%	8%	**	**	**	6%	**	7%	7%
2-3 days	(2.5)	67	58	**	**	**	59	**	34	27
		17%	17%	**	**	**	16%	**	14%	22%
4-6 days	(5.0)	57	51	**	**	**	56	**	32	22
		14%	15%	**	**	**	15%	**	13%	18%
A week	(7.0)	63	51	**	**	**	61	**	43	19
		16%	15%	**	**	**	17%	**	17%	15%
2-3 weeks	(17.0)	87	72	**	**	**	83	**	56	26
		22%	22%	**	**	**	23%	**	23%	21%
3-4 weeks	(24.0)	38	35	**	**	**	35	**	31	5
		10%	10%	**	**	**	9%	**	13%	4%
									b	
A month	(30.0)	34	27	**	**	**	32	**	23	8
		8%	8%	**	**	**	9%	**	9%	7%
More than a month	(35.0)	17	11	**	**	**	15	**	9	8
		4%	3%	**	**	**	4%	**	3%	7%
Don't know		3	3	**	**	**	2	**	2	1
		1%	1%	**	**	**	1%	**	1%	1%
ONE WEEK OR LESS		216	186	**	**	**	199	**	127	77
		55%	56%	**	**	**	54%	**	51%	62%
UP TO 4 WEEKS		341	293	**	**	**	317	**	215	108
		86%	88%	**	**	**	86%	**	86%	86%
MORE THAN 4 WEEKS		50	38	**	**	**	48	**	32	16
		13%	11%	**	**	**	13%	**	13%	13%
Base for stats		392	331	**	**	**	364	**	246	124
Mean number of days		12.6	12.2	**	**	**	12.7	**	13.3	11.3
Standard deviation		10.27	10.06	**	**	**	10.22	**	10.17	10.41
Standard error		.58	.62	**	**	**	.60	**	.72	1.04

Columns Tested: a,b,c,d - a,b - a,b

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

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted total	319	-	319	-	-	-	-	-	319	240	79
Effective Weighted Sample	317	-	317	-	-	-	-	-	317	240	79
Total	395	-	395	-	-	-	-	-	395	311	84
Yes	199	**	199	**	**	**	**	**	199	168	**
	50%	**	50%	**	**	**	**	**	50%	54%	**
No	160	**	160	**	**	**	**	**	160	113	**
	40%	**	40%	**	**	**	**	**	40%	36%	**
Can't remember	36	**	36	**	**	**	**	**	36	30	**
	9%	**	9%	**	**	**	**	**	9%	10%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	c	d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	319	97	52	170	128	42	21	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	317	96	52	169	128	42	21	-	-	-	-	-	-	-	-	-
Total	395	121	64	211	166	45	22	-	-	-	-	-	-	-	-	-
Yes	199	**	**	103	89	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	49%	54%	**	**	**	**	**	**	**	**	**	**	**
No	160	**	**	86	60	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	41%	36%	**	**	**	**	**	**	**	**	**	**	**
Can't remember	36	**	**	21	17	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	10%	10%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	~b	~c	a	~b	~c	~d	e	~f
Unweighted total	319	-	-	157	159	259	47	13	143	80	51	45	223	96
Effective Weighted Sample	317	-	-	156	158	257	47	13	142	79	51	45	222	95
Total	395	-	-	194	197	321	58	16	179	99	62	55	278	117
Yes	199	**	**	115	82	171	**	**	106	**	**	**	147	**
	50%	**	**	59%	42%	53%	**	**	59%	**	**	**	53%	**
				b										
No	160	**	**	63	94	123	**	**	62	**	**	**	108	**
	40%	**	**	32%	48%	38%	**	**	35%	**	**	**	39%	**
				a										
Can't remember	36	**	**	16	20	27	**	**	11	**	**	**	22	**
	9%	**	**	8%	10%	8%	**	**	6%	**	**	**	8%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	319	270	25	19	5	296	23	200	102
Effective Weighted Sample	317	268	25	19	5	294	23	199	101
Total	395	335	30	24	6	367	28	249	125
Yes	199	167	**	**	**	189	**	150	42
	50%	50%	**	**	**	52%	**	60%	33%
								b	
No	160	137	**	**	**	144	**	80	68
	40%	41%	**	**	**	39%	**	32%	54%
									a
Can't remember	36	31	**	**	**	34	**	19	15
	9%	9%	**	**	**	9%	**	7%	12%

Columns Tested: a,b,c,d - a,b - a,b

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

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	c
Significance Level: 95%											
Unweighted total	911	-	911	-	-	-	-	-	911	567	344
Effective Weighted Sample	903	-	903	-	-	-	-	-	903	567	344
Total	1101	-	1101	-	-	-	-	-	1101	734	367
Yes	199	**	199	**	**	**	**	**	199	168	31
	18%	**	18%	**	**	**	**	**	18%	23%	8%
									c	ac	
No	160	**	160	**	**	**	**	**	160	113	47
	14%	**	14%	**	**	**	**	**	14%	15%	13%
Can't remember	36	**	36	**	**	**	**	**	36	30	6
	3%	**	3%	**	**	**	**	**	3%	4%	2%
NO OVERLAP FOR MOBILE PHONE SERVICE	706	**	706	**	**	**	**	**	706	423	282
	64%	**	64%	**	**	**	**	**	64%	58%	77%
									b		ab

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	911	243	207	461	302	159	125	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	903	241	206	457	302	159	125	-	-	-	-	-	-	-	-	-
Total	1101	286	254	561	391	169	133	-	-	-	-	-	-	-	-	-
Yes	199	79	17	103	89	14	11	**	**	**	**	**	**	**	**	**
	18%	28%	7%	18%	23%	8%	8%	**	**	**	**	**	**	**	**	**
		bcef		bef	bef											
No	160	35	38	86	60	27	11	**	**	**	**	**	**	**	**	**
	14%	12%	15%	15%	15%	16%	8%	**	**	**	**	**	**	**	**	**
				f	f											
Can't remember	36	6	9	21	17	4	1	**	**	**	**	**	**	**	**	**
	3%	2%	3%	4%	4%	3%	1%	**	**	**	**	**	**	**	**	**
NO OVERLAP FOR MOBILE PHONE SERVICE	706	165	191	350	225	125	111	**	**	**	**	**	**	**	**	**
	64%	58%	75%	62%	58%	74%	83%	**	**	**	**	**	**	**	**	**
			acd			acd	acd									

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Unweighted total	911	-	-	416	481	691	163	56	332	231	151	187	563	338
Effective Weighted Sample	903	-	-	413	477	685	162	56	330	229	150	185	559	335
Total	1101	-	-	503	583	830	200	70	410	281	181	219	690	399
Yes	199	**	**	115	82	171	18	**	106	41	27	25	147	52
	18%	**	**	23%	14%	21%	9%	**	26%	15%	15%	11%	21%	13%
				b		b			bcd	f			bdf	
No	160	**	**	63	94	123	31	**	62	46	26	25	108	51
	14%	**	**	13%	16%	15%	15%	**	15%	16%	15%	11%	16%	13%
Can't remember	36	**	**	16	20	27	9	**	11	11	9	5	22	14
	3%	**	**	3%	3%	3%	5%	**	3%	4%	5%	2%	3%	3%
NO OVERLAP FOR MOBILE PHONE SERVICE	706	**	**	308	386	509	142	**	230	182	119	164	412	282
	64%	**	**	61%	66%	61%	71%	**	56%	65%	66%	75%	60%	71%
						a			a			abe		ae

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base : Those interviewed about switching their mobile phone service in the last six months

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	911	786	69	40	16	826	85	455	380
Effective Weighted Sample	903	779	68	40	16	819	84	451	377
Total	1101	949	84	48	20	998	103	551	459
Yes	199	167	**	**	**	189	**	150	42
	18%	18%	**	**	**	19%	**	27% b	9%
No	160	137	**	**	**	144	**	80	68
	14%	14%	**	**	**	14%	**	15%	15%
Can't remember	36	31	**	**	**	34	**	19	15
	3%	3%	**	**	**	3%	**	3%	3%
NO OVERLAP FOR MOBILE PHONE SERVICE	706	615	**	**	**	632	**	303	333
	64%	65%	**	**	**	63%	**	55%	73% a

Columns Tested: a,b,c,d - a,b - a,b

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

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	79	-	79	-	-	-	-	-	79	-	79
Effective Weighted Sample	79	-	79	-	-	-	-	-	79	-	79
Total	84	-	84	-	-	-	-	-	84	-	84
To ensure I had a continuous service/ always had access to a mobile service while the switch happened	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To get the handset I wanted as soon as possible	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	79	-	79	-	-	-	-	-	79	-	79
Effective Weighted Sample	79	-	79	-	-	-	-	-	79	-	79
Total	84	-	84	-	-	-	-	-	84	-	84
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	79	21	16	42	-	42	21	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	79	21	16	42	-	42	21	-	-	-	-	-	-	-	-	-
Total	84	22	17	45	-	45	22	-	-	-	-	-	-	-	-	-
To ensure I had a continuous service/ always had access to a mobile service while the switch happened	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get the handset I wanted as soon as possible	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	79	21	16	42	-	42	21	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	79	21	16	42	-	42	21	-	-	-	-	-	-	-	-	-
Total	84	22	17	45	-	45	22	-	-	-	-	-	-	-	-	-
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Significance Level: 95%														
Unweighted total	79	-	-	39	39	63	13	3	25	22	17	15	47	32
Effective Weighted Sample	79	-	-	39	39	63	13	3	25	22	17	15	47	32
Total	84	-	-	42	42	67	14	3	27	23	18	16	50	34
To ensure I had a continuous service/ always had access to a mobile service while the switch happened	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get the handset I wanted as soon as possible	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	79	-	-	39	39	63	13	3	25	22	17	15	47	32
Effective Weighted Sample	79	-	-	39	39	63	13	3	25	22	17	15	47	32
Total	84	-	-	42	42	67	14	3	27	23	18	16	50	34
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	79	66	9	4	-	73	6	45	30
Effective Weighted Sample	79	66	9	4	-	73	6	45	30
Total	84	70	10	4	-	78	6	48	32
To ensure I had a continuous service/ always had access to a mobile service while the switch happened	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To get the handset I wanted as soon as possible	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q42. Why did the contracts overlap for your Mobile Phone service?

Base : Those whose Mobile phone contracts overlapped so they were paying for both services at the same time who switched through the C&R route

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	79	66	9	4	-	73	6	45	30
Effective Weighted Sample	79	66	9	4	-	73	6	45	30
Total	84	70	10	4	-	78	6	48	32
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	a	~b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	373	373	373	72	301	205	-	168	-	-	-
Effective Weighted Sample	359	359	359	72	291	205	-	168	-	-	-
Total	265	265	265	42	222	120	-	145	-	-	-
Sky Sports Premier League	89	89	89	**	73	47	**	42	**	**	**
	34%	34%	34%	**	33%	39%	**	29%	**	**	**
						c					
Sky Sports Football	88	88	88	**	76	44	**	44	**	**	**
	33%	33%	33%	**	34%	37%	**	30%	**	**	**
Sky Sports Cricket	59	59	59	**	52	34	**	25	**	**	**
	22%	22%	22%	**	23%	29%	**	17%	**	**	**
						c					
Sky Sports Golf	38	38	38	**	31	19	**	19	**	**	**
	14%	14%	14%	**	14%	16%	**	13%	**	**	**
Sky Sports F1	47	47	47	**	40	22	**	25	**	**	**
	18%	18%	18%	**	18%	18%	**	17%	**	**	**
Sky Sports Action	37	37	37	**	30	19	**	18	**	**	**
	14%	14%	14%	**	13%	16%	**	13%	**	**	**
Sky Sports Arena	34	34	34	**	27	18	**	16	**	**	**
	13%	13%	13%	**	12%	15%	**	11%	**	**	**
Sky Sports Main Event	46	46	46	**	35	23	**	22	**	**	**
	17%	17%	17%	**	16%	20%	**	15%	**	**	**
Sky Sports Extra	38	38	38	**	30	18	**	20	**	**	**
	14%	14%	14%	**	14%	15%	**	14%	**	**	**
We pay for Sky Sports channels, but not sure which ones are included	36	36	36	**	31	15	**	22	**	**	**
	14%	14%	14%	**	14%	12%	**	15%	**	**	**
BT Sport channels	56	56	56	**	50	25	**	31	**	**	**
	21%	21%	21%	**	22%	20%	**	21%	**	**	**
ANY SKY SPORTS CHANNELS	148	148	148	**	124	65	**	83	**	**	**
	56%	56%	56%	**	56%	54%	**	57%	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	a	~b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	373	373	373	72	301	205	-	168	-	-	-
Effective Weighted Sample	359	359	359	72	291	205	-	168	-	-	-
Total	265	265	265	42	222	120	-	145	-	-	-
BT SPORT CHANNELS	56	56	56	**	50	25	**	31	**	**	**
	21%	21%	21%	**	22%	20%	**	21%	**	**	**
ANY SKY SPORTS OR BT SPORT CHANNELS	163	163	163	**	139	70	**	93	**	**	**
	61%	61%	61%	**	62%	58%	**	64%	**	**	**
ONLY SKY SPORTS CHANNELS	107	107	107	**	89	45	**	62	**	**	**
	40%	40%	40%	**	40%	38%	**	43%	**	**	**
ONLY BT SPORT CHANNELS	15	15	15	**	14	5	**	10	**	**	**
	6%	6%	6%	**	6%	4%	**	7%	**	**	**
BOTH SKY SPORTS AND BT SPORT CHANNELS	41	41	41	**	35	20	**	21	**	**	**
	15%	15%	15%	**	16%	17%	**	14%	**	**	**
None of these channels	88	88	88	**	71	44	**	44	**	**	**
	33%	33%	33%	**	32%	37%	**	30%	**	**	**
Don't know	14	14	14	**	12	6	**	8	**	**	**
	5%	5%	5%	**	6%	5%	**	5%	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	373	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	359	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	265	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Sports Premier League	89	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Football	88	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Cricket	59	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Golf	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports F1	47	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Action	37	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Arena	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Main Event	46	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Extra	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
We pay for Sky Sports channels, but not sure which ones are included	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT Sport channels	56	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY SKY SPORTS CHANNELS	148	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	373	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	359	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	265	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BT SPORT CHANNELS	56	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY SKY SPORTS OR BT SPORT CHANNELS	163	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	61%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONLY SKY SPORTS CHANNELS	107	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONLY BT SPORT CHANNELS	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BOTH SKY SPORTS AND BT SPORT CHANNELS	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
None of these channels	88	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	~b	~c	a	~b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	373	-	-	189	181	249	99	24	172	90	58	51	262	109
Effective Weighted Sample	359	-	-	182	174	240	95	23	166	87	56	49	252	105
Total	265	-	-	135	127	181	67	15	120	63	42	37	184	79
Sky Sports Premier League	89	**	**	59	30	61	**	**	54	**	**	**	70	19
	34%	**	**	44%	23%	34%	**	**	45%	**	**	**	38%	24%
				b					f				f	
Sky Sports Football	88	**	**	55	32	61	**	**	51	**	**	**	66	22
	33%	**	**	41%	25%	34%	**	**	43%	**	**	**	36%	28%
				b					f					
Sky Sports Cricket	59	**	**	41	18	38	**	**	35	**	**	**	48	11
	22%	**	**	31%	14%	21%	**	**	29%	**	**	**	26%	14%
				b					f				f	
Sky Sports Golf	38	**	**	26	12	21	**	**	21	**	**	**	28	10
	14%	**	**	20%	9%	12%	**	**	17%	**	**	**	15%	12%
				b										
Sky Sports F1	47	**	**	34	13	33	**	**	22	**	**	**	32	15
	18%	**	**	25%	10%	18%	**	**	18%	**	**	**	17%	19%
				b										
Sky Sports Action	37	**	**	26	10	21	**	**	18	**	**	**	27	10
	14%	**	**	20%	8%	12%	**	**	15%	**	**	**	15%	12%
				b										
Sky Sports Arena	34	**	**	25	8	21	**	**	19	**	**	**	26	8
	13%	**	**	18%	7%	12%	**	**	16%	**	**	**	14%	10%
				b										
Sky Sports Main Event	46	**	**	34	10	30	**	**	25	**	**	**	33	13
	17%	**	**	26%	8%	16%	**	**	20%	**	**	**	18%	16%
				b										
Sky Sports Extra	38	**	**	24	14	24	**	**	19	**	**	**	28	10
	14%	**	**	18%	11%	13%	**	**	16%	**	**	**	15%	13%
We pay for Sky Sports channels, but not sure which ones are included	36	**	**	17	19	25	**	**	16	**	**	**	29	7
	14%	**	**	13%	15%	14%	**	**	13%	**	**	**	16%	9%

Columns Tested: a, b - a, b - a, b, c - a, b, c, d, e, f

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

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	~b	~c	a	~b	~c	~d	e	f
Unweighted total	373	-	-	189	181	249	99	24	172	90	58	51	262	109
Effective Weighted Sample	359	-	-	182	174	240	95	23	166	87	56	49	252	105
Total	265	-	-	135	127	181	67	15	120	63	42	37	184	79
BT Sport channels	56	**	**	30	25	36	**	**	26	**	**	**	41	14
	21%	**	**	22%	20%	20%	**	**	22%	**	**	**	23%	18%
ANY SKY SPORTS CHANNELS	148	**	**	86	60	105	**	**	81	**	**	**	114	34
	56%	**	**	64%	47%	58%	**	**	67%	**	**	**	62%	43%
				b					f				f	
BT SPORT CHANNELS	56	**	**	30	25	36	**	**	26	**	**	**	41	14
	21%	**	**	22%	20%	20%	**	**	22%	**	**	**	23%	18%
ANY SKY SPORTS OR BT SPORT CHANNELS	163	**	**	93	68	115	**	**	86	**	**	**	124	38
	61%	**	**	69%	53%	63%	**	**	72%	**	**	**	68%	49%
				b					f				f	
ONLY SKY SPORTS CHANNELS	107	**	**	63	43	79	**	**	60	**	**	**	83	24
	40%	**	**	47%	34%	44%	**	**	50%	**	**	**	45%	31%
				b					f				f	
ONLY BT SPORT CHANNELS	15	**	**	7	8	10	**	**	6	**	**	**	10	5
	6%	**	**	5%	6%	6%	**	**	5%	**	**	**	6%	6%
BOTH SKY SPORTS AND BT SPORT CHANNELS	41	**	**	23	17	25	**	**	20	**	**	**	31	10
	15%	**	**	17%	13%	14%	**	**	17%	**	**	**	17%	12%
None of these channels	88	**	**	36	51	56	**	**	29	**	**	**	54	35
	33%	**	**	27%	40%	31%	**	**	24%	**	**	**	29%	44%
				a										ae
Don't know	14	**	**	5	8	10	**	**	5	**	**	**	6	6
	5%	**	**	4%	6%	5%	**	**	5%	**	**	**	3%	8%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	373	313	29	20	11	328	45	167	175
Effective Weighted Sample	359	302	28	19	11	316	43	161	169
Total	265	222	20	14	8	232	32	117	124
Sky Sports Premier League	89	75	**	**	**	82	**	44	40
	34%	34%	**	**	**	35%	**	37%	32%
Sky Sports Football	88	74	**	**	**	80	**	40	43
	33%	33%	**	**	**	35%	**	34%	34%
Sky Sports Cricket	59	53	**	**	**	55	**	35	22
	22%	24%	**	**	**	24%	**	30%	18%
								b	
Sky Sports Golf	38	32	**	**	**	34	**	15	21
	14%	15%	**	**	**	14%	**	13%	17%
Sky Sports F1	47	40	**	**	**	40	**	19	25
	18%	18%	**	**	**	17%	**	16%	20%
Sky Sports Action	37	30	**	**	**	32	**	15	20
	14%	13%	**	**	**	14%	**	13%	16%
Sky Sports Arena	34	26	**	**	**	28	**	13	19
	13%	12%	**	**	**	12%	**	11%	15%
Sky Sports Main Event	46	37	**	**	**	39	**	16	26
	17%	17%	**	**	**	17%	**	14%	21%
Sky Sports Extra	38	33	**	**	**	33	**	13	23
	14%	15%	**	**	**	14%	**	11%	18%
We pay for Sky Sports channels, but not sure which ones are included	36	31	**	**	**	30	**	16	19
	14%	14%	**	**	**	13%	**	13%	15%
BT Sport channels	56	46	**	**	**	48	**	20	33
	21%	21%	**	**	**	21%	**	17%	27%
								a	
ANY SKY SPORTS CHANNELS	148	127	**	**	**	132	**	69	69
	56%	57%	**	**	**	57%	**	59%	56%

Columns Tested: a,b,c,d - a,b - a,b

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

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	373	313	29	20	11	328	45	167	175
Effective Weighted Sample	359	302	28	19	11	316	43	161	169
Total	265	222	20	14	8	232	32	117	124
BT SPORT CHANNELS	56	46	**	**	**	48	**	20	33
	21%	21%	**	**	**	21%	**	17%	27%
									a
ANY SKY SPORTS OR BT SPORT CHANNELS	163	139	**	**	**	144	**	74	79
	61%	63%	**	**	**	62%	**	63%	64%
ONLY SKY SPORTS CHANNELS	107	93	**	**	**	97	**	54	46
	40%	42%	**	**	**	42%	**	46%	37%
ONLY BT SPORT CHANNELS	15	13	**	**	**	13	**	5	10
	6%	6%	**	**	**	5%	**	4%	8%
BOTH SKY SPORTS AND BT SPORT CHANNELS	41	34	**	**	**	35	**	15	23
	15%	15%	**	**	**	15%	**	13%	19%
None of these channels	88	73	**	**	**	75	**	37	43
	33%	33%	**	**	**	32%	**	32%	35%
Don't know	14	10	**	**	**	13	**	6	2
	5%	5%	**	**	**	6%	**	5%	2%

Columns Tested: a,b,c,d - a,b - a,b

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

Q42B. How important were these sports channels in your decision to switch?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	~a	b	a	~b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	227	227	227	41	186	119	-	108	-	-	-
Effective Weighted Sample	219	219	219	41	180	119	-	108	-	-	-
Total	163	163	163	24	139	70	-	93	-	-	-
Very important	81	81	81	**	68	44	**	36	**	**	**
	50%	50%	50%	**	49%	64%	**	39%	**	**	**
						c					
Fairly important	58	58	58	**	51	17	**	41	**	**	**
	36%	36%	36%	**	37%	24%	**	44%	**	**	**
						a					
Not very important	17	17	17	**	14	5	**	12	**	**	**
	11%	11%	11%	**	10%	8%	**	13%	**	**	**
Not at all important	5	5	5	**	4	2	**	3	**	**	**
	3%	3%	3%	**	3%	3%	**	3%	**	**	**
TOTAL IMPORTANT	139	139	139	**	118	61	**	78	**	**	**
	85%	85%	85%	**	85%	88%	**	83%	**	**	**
TOTAL NOT IMPORTANT	22	22	22	**	19	8	**	15	**	**	**
	14%	14%	14%	**	14%	11%	**	16%	**	**	**
Don't know	1	1	1	**	1	1	**	1	**	**	**
	1%	1%	1%	**	1%	1%	**	1%	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q42B. How important were these sports channels in your decision to switch?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	227	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	219	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	163	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very important	81	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly important	58	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not very important	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not at all important	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL IMPORTANT	139	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	85%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL NOT IMPORTANT	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q42B. How important were these sports channels in your decision to switch?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	~b	a	~b	~c	a	~b	~c	~d	e	~f
Significance Level: 95%														
Unweighted total	227	-	-	132	93	157	61	9	123	52	34	18	175	52
Effective Weighted Sample	219	-	-	127	90	152	59	9	118	50	33	17	169	50
Total	163	-	-	93	68	115	41	6	86	38	25	14	124	38
Very important	81	**	**	53	**	49	**	**	45	**	**	**	62	**
	50%	**	**	57%	**	43%	**	**	52%	**	**	**	50%	**
Fairly important	58	**	**	30	**	51	**	**	29	**	**	**	46	**
	36%	**	**	33%	**	44%	**	**	34%	**	**	**	37%	**
Not very important	17	**	**	8	**	13	**	**	10	**	**	**	14	**
	11%	**	**	8%	**	11%	**	**	11%	**	**	**	11%	**
Not at all important	5	**	**	1	**	1	**	**	2	**	**	**	2	**
	3%	**	**	1%	**	1%	**	**	2%	**	**	**	2%	**
TOTAL IMPORTANT	139	**	**	83	**	99	**	**	74	**	**	**	108	**
	85%	**	**	89%	**	86%	**	**	86%	**	**	**	87%	**
TOTAL NOT IMPORTANT	22	**	**	9	**	14	**	**	12	**	**	**	16	**
	14%	**	**	9%	**	12%	**	**	13%	**	**	**	13%	**
Don't know	1	**	**	1	**	1	**	**	1	**	**	**	1	**
	1%	**	**	2%	**	1%	**	**	1%	**	**	**	1%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q42B. How important were these sports channels in your decision to switch?

Base : Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	227	195	13	13	6	202	25	106	110
Effective Weighted Sample	219	188	13	13	6	195	24	102	106
Total	163	139	10	10	4	144	18	74	79
Very important	81	73	**	**	**	73	**	39	38
	50%	52%	**	**	**	50%	**	53%	48%
Fairly important	58	46	**	**	**	53	**	25	29
	36%	33%	**	**	**	37%	**	34%	36%
Not very important	17	15	**	**	**	14	**	6	9
	11%	11%	**	**	**	10%	**	9%	12%
Not at all important	5	4	**	**	**	3	**	3	1
	3%	3%	**	**	**	2%	**	5%	2%
TOTAL IMPORTANT	139	118	**	**	**	126	**	64	67
	85%	85%	**	**	**	87%	**	87%	85%
TOTAL NOT IMPORTANT	22	19	**	**	**	17	**	10	11
	14%	14%	**	**	**	12%	**	13%	14%
Don't know	1	1	**	**	**	1	**	-	1
	1%	1%	**	**	**	1%	**	-%	2%

Columns Tested: a,b,c,d - a,b - a,b

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

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Compare what different providers were offering	737	**	**	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**	**	**
Try to negotiate a better deal with your current provider	525	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**
Contact your current provider	489	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**
Find out what you need to do in order to switch	310	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Experience your current provider trying to persuade you to stay	308	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Contact any potential new providers	282	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
TYPES OF CONTACT WITH CURRENT PROVIDER	809	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**
CONTACTED CURRENT PROVIDER INCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	809	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
CONTACTED CURRENT PROVIDER EXCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY	728	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**
CONTACTED CURRENT PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	627	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**
None of these	57	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**
Can't remember	37	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Compare what different providers were offering	737	**	**	**	**	**	**	**	**	737	490	246	517	220	362	129
	58%	**	**	**	**	**	**	**	**	58%	59%	56%	57%	62%	58%	61%
Try to negotiate a better deal with your current provider	525	**	**	**	**	**	**	**	**	525	403	122	472	54	361	42
	41%	**	**	**	**	**	**	**	**	41%	49%	28%	52%	15%	58%	20%
										c	ac		b		b	
Contact your current provider	489	**	**	**	**	**	**	**	**	489	355	133	413	76	301	54
	39%	**	**	**	**	**	**	**	**	39%	43%	30%	45%	21%	49%	26%
										c	ac		b		b	
Find out what you need to do in order to switch	310	**	**	**	**	**	**	**	**	310	198	112	234	76	151	48
	24%	**	**	**	**	**	**	**	**	24%	24%	26%	26%	21%	24%	23%
Experience your current provider trying to persuade you to stay	308	**	**	**	**	**	**	**	**	308	216	92	273	35	191	25
	24%	**	**	**	**	**	**	**	**	24%	26%	21%	30%	10%	31%	12%
													b		b	
Contact any potential new providers	282	**	**	**	**	**	**	**	**	282	193	89	224	58	152	41
	22%	**	**	**	**	**	**	**	**	22%	23%	20%	25%	16%	25%	19%
													b			
TYPES OF CONTACT WITH CURRENT PROVIDER	809	**	**	**	**	**	**	**	**	809	573	236	686	123	486	87
	64%	**	**	**	**	**	**	**	**	64%	69%	54%	75%	35%	78%	41%
										c	ac		b		b	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
CONTACTED CURRENT PROVIDER INCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	809	**	**	**	**	**	**	**	**	809	573	236	686	123	486	87
	64%	**	**	**	**	**	**	**	**	64%	69%	54%	75%	35%	78%	41%
										c	ac		b		b	
CONTACTED CURRENT PROVIDER EXCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY	728	**	**	**	**	**	**	**	**	728	528	200	621	108	450	78
	57%	**	**	**	**	**	**	**	**	57%	64%	46%	68%	30%	73%	37%
										c	ac		b		b	
CONTACTED CURRENT PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	627	**	**	**	**	**	**	**	**	627	441	186	531	96	373	68
	49%	**	**	**	**	**	**	**	**	49%	53%	43%	58%	27%	60%	32%
										c	c		b		b	
None of these	57	**	**	**	**	**	**	**	**	57	31	26	20	36	15	16
	4%	**	**	**	**	**	**	**	**	4%	4%	6%	2%	10%	2%	8%
														a	a	a
Can't remember	37	**	**	**	**	**	**	**	**	37	18	19	22	15	12	6
	3%	**	**	**	**	**	**	**	**	3%	2%	4%	2%	4%	2%	3%
												b				

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Compare what different providers were offering	737	155	91	365	369	393	258	86	299	207	110	118	506	229
	58%	53%	63%	59%	57%	52%	67%	69%	58%	62%	57%	55%	59%	56%
							a	a						
Try to negotiate a better deal with your current provider	525	110	12	252	272	288	175	61	245	136	71	73	381	145
	41%	38%	8%	41%	42%	38%	45%	49%	47%	41%	37%	34%	45%	35%
		b					a	a	cdf				cdf	
Contact your current provider	489	112	22	249	240	259	166	61	225	128	68	68	352	136
	39%	38%	15%	40%	37%	34%	43%	49%	43%	38%	35%	32%	41%	33%
		b					a	a	cdf				df	
Find out what you need to do in order to switch	310	83	28	153	156	205	90	15	147	84	33	46	231	79
	24%	28%	20%	25%	24%	27%	23%	12%	28%	25%	17%	21%	27%	19%
						c	c		cdf	cf			cf	
Experience your current provider trying to persuade you to stay	308	82	10	164	143	196	81	29	165	63	37	42	228	79
	24%	28%	7%	27%	22%	26%	21%	23%	32%	19%	19%	20%	27%	19%
		b							bcdef				bcdf	
Contact any potential new providers	282	72	17	153	127	180	73	29	131	71	31	47	202	78
	22%	24%	12%	25%	20%	24%	19%	23%	25%	21%	16%	22%	24%	19%
		b		b		b			cf				c	
TYPES OF CONTACT WITH CURRENT PROVIDER	809	200	36	396	411	477	245	85	375	198	117	119	573	236
	64%	68%	25%	64%	64%	63%	63%	68%	72%	60%	60%	55%	67%	58%
		b							bcdef				bdf	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
CONTACTED CURRENT PROVIDER INCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	809 64%	200 68% b	36 25%	396 64%	411 64%	477 63%	245 63%	85 68%	375 72% bcdef	198 60%	117 60%	119 55%	573 67% bdf	236 58%
CONTACTED CURRENT PROVIDER EXCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY	728 57%	171 58% b	30 21%	354 57%	372 58%	415 55%	232 60%	79 63%	335 65% bcd	186 56% d	106 55%	101 47%	521 61% df	207 51%
CONTACTED CURRENT PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	627 49%	158 54% b	28 20%	324 52% b	302 47%	362 48%	191 49%	71 57%	299 58% bcd	152 46%	85 44%	91 42%	450 53% bcd	176 43%
None of these	57 4%	5 2%	21 14% a	23 4%	34 5%	25 3%	22 6%	9 7%	14 3%	17 5%	10 5%	15 7% ae	31 4%	25 6% ae
Can't remember	37 3%	10 3%	9 6%	18 3%	17 3%	28 4%	7 2%	1 1%	12 2%	8 2%	5 2%	9 4%	20 2%	14 3%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Compare what different providers were offering	737	612	71	**	**	631	106	291	407
	58%	57%	69%	**	**	57%	64%	55%	61%
			a						a
Try to negotiate a better deal with your current provider	525	450	44	**	**	452	73	202	300
	41%	42%	43%	**	**	41%	44%	38%	45%
									a
Contact your current provider	489	410	41	**	**	415	74	195	274
	39%	38%	40%	**	**	38%	45%	37%	41%
Find out what you need to do in order to switch	310	272	20	**	**	273	37	126	164
	24%	25%	19%	**	**	25%	22%	24%	25%
Experience your current provider trying to persuade you to stay	308	273	19	**	**	260	48	132	165
	24%	25%	19%	**	**	24%	29%	25%	25%
Contact any potential new providers	282	247	17	**	**	245	36	128	141
	22%	23%	17%	**	**	22%	22%	24%	21%
TYPES OF CONTACT WITH CURRENT PROVIDER	809	689	64	**	**	701	108	333	441
	64%	64%	62%	**	**	64%	65%	63%	67%
CONTACTED CURRENT PROVIDER INCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	809	689	64	**	**	701	108	333	441
	64%	64%	62%	**	**	64%	65%	63%	67%

Columns Tested: a,b,c,d - a,b - a,b

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

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base : Those interviewed about deciding not to switch

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	~c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
CONTACTED CURRENT PROVIDER EXCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY	728	619	61	**	**	632	96	289	407
	57%	57%	59%	**	**	57%	58%	55%	61% a
CONTACTED CURRENT PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	627	532	48	**	**	536	91	261	340
	49%	49%	47%	**	**	49%	55%	49%	51%
None of these	57	48	6	**	**	44	13	20	32
	4%	4%	6%	**	**	4%	8% a	4%	5%
Can't remember	37	34	2	**	**	32	5	12	11
	3%	3%	2%	**	**	3%	3%	2%	2%

Columns Tested: a,b,c,d - a,b - a,b

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

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	613	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	589	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	495	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	471	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	449	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	404	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	303	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	301	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	299	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	290	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	286	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	279	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	276	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	272	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	271	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	260	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	248	**	**	**	**	**	**	**	**	**	**
20%		**	**	**	**	**	**	**	**	**	**
Lack of choice	248	**	**	**	**	**	**	**	**	**	**
20%		**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	234	**	**	**	**	**	**	**	**	**	**
18%		**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	231	**	**	**	**	**	**	**	**	**	**
18%		**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	226	**	**	**	**	**	**	**	**	**	**
18%		**	**	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	212	**	**	**	**	**	**	**	**	**	**
17%		**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	212	**	**	**	**	**	**	**	**	**	**
17%		**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	207	**	**	**	**	**	**	**	**	**	**
16%		**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	204	**	**	**	**	**	**	**	**	**	**
16%		**	**	**	**	**	**	**	**	**	**

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	197	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	196	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	168	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	144	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	138	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	135	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	111	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**

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	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	110	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	100	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**
I'm still in my handset contract period	99	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	96	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**
Worried about being without the fixed line phone service during the switch (P)	95	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	90	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	83	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	73	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTORS (P)	606	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	58	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**
Base for stats	1268	**	**	**	**	**	**	**	**	**	**
Mean number of factors	7.7	**	**	**	**	**	**	**	**	**	**
Standard deviation	6.46	**	**	**	**	**	**	**	**	**	**
Standard error	.18	**	**	**	**	**	**	**	**	**	**

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
I negotiated/ accepted a deal with my current provider	613	**	**	**	**	**	**	**	**	613	440	173	613	-	440	-
	48%	**	**	**	**	**	**	**	**	48%	53%	40%	67%	-%	71%	-%
										c	ac		b		b	
Current provider is still the best deal/ cheapest	589	**	**	**	**	**	**	**	**	589	383	207	456	133	308	75
	46%	**	**	**	**	**	**	**	**	46%	46%	47%	50%	37%	50%	36%
													b		b	
Current provider has the best quality of service	495	**	**	**	**	**	**	**	**	495	318	177	400	96	262	56
	39%	**	**	**	**	**	**	**	**	39%	38%	40%	44%	27%	42%	27%
													b		b	
Prefer to stay with a trusted/ known provider	471	**	**	**	**	**	**	**	**	471	305	166	363	108	242	63
	37%	**	**	**	**	**	**	**	**	37%	37%	38%	40%	30%	39%	30%
													b		b	
There wasn't enough cost difference for it to be worth switching	449	**	**	**	**	**	**	**	**	449	297	153	339	110	234	63
	35%	**	**	**	**	**	**	**	**	35%	36%	35%	37%	31%	38%	30%
													b		b	
Worried that the service wouldn't be as good with a new provider	404	**	**	**	**	**	**	**	**	404	265	139	317	87	213	52
	32%	**	**	**	**	**	**	**	**	32%	32%	32%	35%	25%	34%	25%
													b		b	
Concern about arranging for the old and new services to start and stop at the same time (P)	303	**	**	**	**	**	**	**	**	303	192	112	236	67	149	43
	24%	**	**	**	**	**	**	**	**	24%	23%	26%	26%	19%	24%	20%
													b			

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	301	**	**	**	**	**	**	**	**	301	195	106	246	56	156	39
	24%	**	**	**	**	**	**	**	**	24%	23%	24%	27% b	16%	25% b	18%
Did not want to lose my phone number	299	**	**	**	**	**	**	**	**	299	127	172	222	77	92	35
	24%	**	**	**	**	**	**	**	**	24% b	15%	39% ab	24%	22%	15%	17%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	290	**	**	**	**	**	**	**	**	290	172	118	236	54	145	27
	23%	**	**	**	**	**	**	**	**	23%	21%	27% b	26% b	15%	23% b	13%
Did not want to pay disconnection charges	286	**	**	**	**	**	**	**	**	286	175	110	220	65	138	37
	23%	**	**	**	**	**	**	**	**	23%	21%	25%	24% b	18%	22%	18%
Worried that I might have to pay two providers at the same time (P)	279	**	**	**	**	**	**	**	**	279	172	108	228	51	140	32
	22%	**	**	**	**	**	**	**	**	22%	21%	25%	25% b	14%	23% b	15%
It's too time consuming to go through the process of switching from one provider to another	276	**	**	**	**	**	**	**	**	276	175	101	214	63	138	37
	22%	**	**	**	**	**	**	**	**	22%	21%	23%	23% b	18%	22%	17%

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
I was still in a contract so couldn't leave/ would have to pay to leave	272 21%	** **	** **	** **	** **	** **	** **	** **	** **	272 21%	172 21%	100 23%	204 22%	68 19%	131 21%	41 20%
Hassle of needing to contact more than one provider to switch	271 21%	** **	** **	** **	** **	** **	** **	** **	** **	271 21%	154 19%	117 27% ab	215 24% b	56 16%	124 20%	30 14%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	260 21%	** **	** **	** **	** **	** **	** **	** **	** **	260 21% c	260 31% ac	- -%	206 23% b	54 15%	206 33% b	54 26%
Worried that other devices or products I own would not work with a new service	248 20%	** **	** **	** **	** **	** **	** **	** **	** **	248 20%	149 18%	99 23%	211 23% b	36 10%	129 21% b	20 9%
Lack of choice	248 20%	** **	** **	** **	** **	** **	** **	** **	** **	248 20%	173 21%	74 17%	187 21%	60 17%	128 21%	45 21%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	234 18%	** **	** **	** **	** **	** **	** **	** **	** **	234 18%	147 18%	87 20%	184 20% b	51 14%	120 19% b	27 13%
Bad experience when switching communication services previously	231 18%	** **	** **	** **	** **	** **	** **	** **	** **	231 18%	143 17%	87 20%	180 20% b	51 14%	112 18%	31 15%

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		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty comparing what other providers were offering	226	**	**	**	**	**	**	**	**	226	149	77	170	56	111	39
	18%	**	**	**	**	**	**	**	**	18%	18%	18%	19%	16%	18%	18%
Didn't want to have to learn to use a new service	212	**	**	**	**	**	**	**	**	212	126	86	174	38	107	19
	17%	**	**	**	**	**	**	**	**	17%	15%	20%	19%	11%	17%	9%
													b		b	
Difficulty cancelling my current service (P)	212	**	**	**	**	**	**	**	**	212	127	85	163	48	98	29
	17%	**	**	**	**	**	**	**	**	17%	15%	19%	18%	14%	16%	14%
Not knowing what to do to switch	207	**	**	**	**	**	**	**	**	207	120	87	175	32	106	14
	16%	**	**	**	**	**	**	**	**	16%	14%	20%	19%	9%	17%	7%
												b	b		b	
Would take too long to research the market	204	**	**	**	**	**	**	**	**	204	120	85	170	34	104	16
	16%	**	**	**	**	**	**	**	**	16%	14%	19%	19%	10%	17%	8%
												b	b		b	
Difficulty when contacting my current provider	197	**	**	**	**	**	**	**	**	197	125	72	148	49	98	27
	16%	**	**	**	**	**	**	**	**	16%	15%	16%	16%	14%	16%	13%
Difficulty when contacting potential new providers	196	**	**	**	**	**	**	**	**	196	132	64	157	40	103	29
	15%	**	**	**	**	**	**	**	**	15%	16%	15%	17%	11%	17%	14%
													b			

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		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
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Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Worried about being without the broadband service during the switch (P)	168	**	**	**	**	**	**	**	**	168	168	-	119	48	119	48
	13%	**	**	**	**	**	**	**	**	13%	20%	-%	13%	14%	19%	23%
										c	ac					
Did not want to have to get an engineer to install new equipment	144	**	**	**	**	**	**	**	**	144	144	-	116	28	116	28
	11%	**	**	**	**	**	**	**	**	11%	17%	-%	13%	8%	19%	13%
										c	ac		b		b	
Did not want to have to install new equipment myself	138	**	**	**	**	**	**	**	**	138	138	-	117	21	117	21
	11%	**	**	**	**	**	**	**	**	11%	17%	-%	13%	6%	19%	10%
										c	ac		b		b	
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	135	**	**	**	**	**	**	**	**	135	135	-	125	10	125	10
	11%	**	**	**	**	**	**	**	**	11%	16%	-%	14%	3%	20%	5%
										c	ac		b		b	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	111	**	**	**	**	**	**	**	**	111	111	-	97	14	97	14
	9%	**	**	**	**	**	**	**	**	9%	13%	-%	11%	4%	16%	7%
										c	ac		b		b	
Worried about being without the Pay TV service during the switch (P)	110	**	**	**	**	**	**	**	**	110	110	-	98	12	98	12
	9%	**	**	**	**	**	**	**	**	9%	13%	-%	11%	3%	16%	6%
										c	ac		b		b	

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		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	100	**	**	**	**	**	**	**	**	100	-	100	83	17	-	-
	8%	**	**	**	**	**	**	**	**	8% b	-%	23% ab	9% b	5%	-%	-%
I'm still in my handset contract period	99	**	**	**	**	**	**	**	**	99	-	99	65	33	-	-
	8%	**	**	**	**	**	**	**	**	8% b	-%	23% ab	7% b	9%	-%	-%
I couldn't afford/ didn't want to pay off my handset in one lump sum	96	**	**	**	**	**	**	**	**	96	-	96	67	30	-	-
	8%	**	**	**	**	**	**	**	**	8% b	-%	22% ab	7% b	8%	-%	-%
Worried about being without the fixed line phone service during the switch (P)	95	**	**	**	**	**	**	**	**	95	95	-	70	25	70	25
	8%	**	**	**	**	**	**	**	**	8% c	11% ac	-%	8% b	7% b	11% b	12% b
Worried about being without the mobile service during the switch (P)	90	**	**	**	**	**	**	**	**	90	-	90	63	27	-	-
	7%	**	**	**	**	**	**	**	**	7% b	-%	21% ab	7% b	8% b	-%	-%
Did not want to lose the email address I had from my broadband provider	83	**	**	**	**	**	**	**	**	83	83	-	65	17	65	17
	7%	**	**	**	**	**	**	**	**	7% c	10% ac	-%	7% b	5% b	11% b	8% b

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Needing to unlock my handset to take it with me	73	**	**	**	**	**	**	**	**	73	-	73	59	14	-	-
	6%	**	**	**	**	**	**	**	**	6%	-%	17%	6%	4%	-%	-%
										b		ab				
ANY PROCESS FACTORS (P)	606	**	**	**	**	**	**	**	**	606	388	218	463	143	292	96
	48%	**	**	**	**	**	**	**	**	48%	47%	50%	51%	40%	47%	45%
													b			
NONE OF THESE	58	**	**	**	**	**	**	**	**	58	38	19	20	38	17	21
	5%	**	**	**	**	**	**	**	**	5%	5%	4%	2%	11%	3%	10%
														a		a
Base for stats	1268	**	**	**	**	**	**	**	**	1268	830	438	913	354	620	211
Mean number of factors	7.7	**	**	**	**	**	**	**	**	7.7	7.6	7.8	8.5	5.5	8.3	5.5
													b		b	
Standard deviation	6.46	**	**	**	**	**	**	**	**	6.46	6.80	5.77	6.69	5.25	7.16	5.08
Standard error	.18	**	**	**	**	**	**	**	**	.18	.22	.31	.21	.28	.26	.32

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
I negotiated/ accepted a deal with my current provider	613	173	-	288	324	322	213	75	246	174	92	100	420	192
	48%	59%	-%	47%	50%	43%	55%	60%	47%	52%	48%	46%	49%	47%
		b					a	a						
Current provider is still the best deal/ cheapest	589	149	58	271	316	340	183	67	238	150	95	104	388	199
	46%	51%	40%	44%	49%	45%	47%	53%	46%	45%	49%	48%	46%	49%
Current provider has the best quality of service	495	137	40	228	265	300	146	48	191	131	71	98	322	170
	39%	47%	28%	37%	41%	40%	38%	38%	37%	39%	37%	45%	38%	41%
		b										ae		
Prefer to stay with a trusted/ known provider	471	121	45	221	246	274	139	56	185	132	66	84	318	150
	37%	41%	31%	36%	38%	36%	36%	45%	36%	40%	34%	39%	37%	37%
There wasn't enough cost difference for it to be worth switching	449	105	47	215	232	293	111	45	191	119	64	71	310	136
	35%	36%	33%	35%	36%	39%	29%	36%	37%	36%	33%	33%	36%	33%
						b								
Worried that the service wouldn't be as good with a new provider	404	104	35	173	228	250	122	31	167	105	66	64	273	130
	32%	35%	24%	28%	35%	33%	32%	25%	32%	32%	34%	30%	32%	32%
		b			a									
Concern about arranging for the old and new services to start and stop at the same time (P)	303	87	24	146	155	218	63	21	123	74	47	60	196	107
	24%	30%	17%	24%	24%	29%	16%	17%	24%	22%	24%	28%	23%	26%
		b				bc								

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	301 24%	90 31% b	17 12%	142 23%	156 24%	219 29% bc	66 17%	15 12%	124 24%	84 25%	46 24%	47 22%	208 24%	92 23%
Did not want to lose my phone number	299 24%	130 44% b	42 29%	123 20%	175 27% a	176 23%	86 22%	37 30%	120 23%	78 23%	41 21%	60 28%	198 23%	101 25%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	290 23%	91 31% b	27 19%	142 23%	147 23%	205 27% bc	63 16%	21 17%	123 24%	69 21%	47 24%	49 23%	192 23%	96 23%
Did not want to pay disconnection charges	286 23%	82 28%	28 20%	125 20%	158 25%	195 26% bc	71 18%	18 14%	101 19%	68 20%	58 30% abe	57 26% ae	168 20%	115 28% abe
Worried that I might have to pay two providers at the same time (P)	279 22%	89 30% b	19 13%	129 21%	149 23%	208 28% bc	59 15%	13 11%	111 21%	63 19%	48 25%	56 26% b	174 20%	105 26% be
It's too time consuming to go through the process of switching from one provider to another	276 22%	76 26%	26 18%	128 21%	146 23%	215 29% bc	52 14%	9 7%	119 23%	75 23%	43 22%	39 18%	194 23%	82 20%
I was still in a contract so couldn't leave/ would have to pay to leave	272 21%	73 25%	27 19%	131 21%	137 21%	199 26% bc	60 16%	13 10%	96 19%	80 24%	42 22%	54 25% a	176 21%	96 23%

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Hassle of needing to contact more than one provider to switch	271	91	26	122	146	209	50	11	98	72	46	52	170	97
	21%	31%	18%	20%	23%	28%	13%	9%	19%	22%	24%	24%	20%	24%
		b				bc								
Didn't want to pay the initial connection/ start-up fees/ equipment costs	260	-	-	110	148	170	68	22	99	67	46	47	166	94
	21%	-%	-%	18%	23%	23%	18%	17%	19%	20%	24%	22%	19%	23%
					a	b								
Worried that other devices or products I own would not work with a new service	248	82	17	128	118	190	46	10	101	71	47	27	172	74
	20%	28%	12%	21%	18%	25%	12%	8%	20%	21%	24%	13%	20%	18%
		b				bc			d	d	d		d	
Lack of choice	248	59	15	129	116	185	49	12	111	53	42	39	164	80
	20%	20%	11%	21%	18%	25%	13%	10%	21%	16%	22%	18%	19%	20%
		b				bc			b					
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	234	64	23	124	108	184	46	3	91	63	49	30	154	78
	18%	22%	16%	20%	17%	24%	12%	2%	18%	19%	25%	14%	18%	19%
						bc	c				ade			
Bad experience when switching communication services previously	231	68	19	120	109	182	39	10	90	49	46	43	140	89
	18%	23%	13%	19%	17%	24%	10%	8%	17%	15%	24%	20%	16%	22%
		b				bc					abe			be
Difficulty comparing what other providers were offering	226	59	18	110	113	170	44	12	94	59	37	34	153	71
	18%	20%	13%	18%	18%	23%	11%	10%	18%	18%	19%	16%	18%	17%
						bc								

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Didn't want to have to learn to use a new service	212	67	19	101	109	162	35	14	79	52	41	38	131	79
	17%	23%	13%	16%	17%	22%	9%	11%	15%	16%	21%	17%	15%	19%
		b				bc					ae			
Difficulty cancelling my current service (P)	212	65	19	101	108	168	34	8	75	56	46	33	132	79
	17%	22%	13%	16%	17%	22%	9%	6%	15%	17%	24%	15%	15%	19%
						bc					ade			
Not knowing what to do to switch	207	69	18	104	101	172	29	7	86	47	40	34	133	74
	16%	24%	13%	17%	16%	23%	7%	5%	17%	14%	21%	16%	16%	18%
		b				bc					b			
Would take too long to research the market	204	67	18	109	95	168	32	5	90	49	32	32	140	65
	16%	23%	13%	18%	15%	22%	8%	4%	17%	15%	17%	15%	16%	16%
		b				bc								
Difficulty when contacting my current provider	197	50	22	107	88	152	37	8	81	50	35	29	132	64
	16%	17%	15%	17%	14%	20%	10%	6%	16%	15%	18%	13%	15%	16%
						bc								
Difficulty when contacting potential new providers	196	54	10	101	94	151	40	6	75	50	42	29	125	71
	15%	18%	7%	16%	15%	20%	10%	5%	14%	15%	22%	13%	15%	17%
		b				bc					ade			
Worried about being without the broadband service during the switch (P)	168	-	-	62	104	95	57	16	65	45	28	30	110	58
	13%	-%	-%	10%	16%	13%	15%	13%	13%	13%	14%	14%	13%	14%
					a									

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Did not want to have to get an engineer to install new equipment	144	-	-	71	73	105	29	10	58	33	24	26	92	51
	11%	-%	-%	12%	11%	14% b	8%	8%	11%	10%	13%	12%	11%	12%
Did not want to have to install new equipment myself	138	-	-	63	74	99	31	8	61	29	24	24	90	48
	11%	-%	-%	10%	11%	13% bc	8%	7%	12%	9%	12%	11%	11%	12%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	135	-	-	65	69	96	33	6	61	31	26	17	92	43
	11%	-%	-%	11%	11%	13% bc	9%	5%	12%	9%	13%	8%	11%	11%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	111	-	-	57	54	86	23	2	49	23	20	19	72	39
	9%	-%	-%	9%	8%	11% bc	6% c	1%	9%	7%	11%	9%	8%	10%
Worried about being without the Pay TV service during the switch (P)	110	-	-	56	54	85	21	4	45	25	22	19	69	40
	9%	-%	-%	9%	8%	11% bc	5%	4%	9%	7%	11%	9%	8%	10%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	100	83	17	50	49	76	15	9	41	31	13	14	72	27
	8%	28% b	12%	8%	8%	10% b	4%	7%	8%	9%	7%	7%	8%	7%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
I'm still in my handset contract period	99	65	33	51	46	78	13	8	36	26	14	23	62	37
	8%	22%	23%	8%	7%	10%	3%	6%	7%	8%	7%	11%	7%	9%
						b								
I couldn't afford/ didn't want to pay off my handset in one lump sum	96	67	30	36	58	74	15	5	33	24	15	21	58	36
	8%	23%	21%	6%	9%	10%	4%	4%	6%	7%	8%	9%	7%	9%
					a	bc								
Worried about being without the fixed line phone service during the switch (P)	95	-	-	45	50	56	27	12	40	21	16	19	60	35
	8%	-%	-%	7%	8%	7%	7%	10%	8%	6%	8%	9%	7%	9%
Worried about being without the mobile service during the switch (P)	90	63	27	42	46	68	15	6	33	21	14	21	54	35
	7%	21%	19%	7%	7%	9%	4%	5%	6%	6%	7%	9%	6%	8%
						b								
Did not want to lose the email address I had from my broadband provider	83	-	-	40	42	39	30	14	38	21	14	9	59	24
	7%	-%	-%	7%	6%	5%	8%	11%	7%	6%	7%	4%	7%	6%
						a								
Needing to unlock my handset to take it with me	73	59	14	45	27	55	12	6	27	18	13	14	45	27
	6%	20%	10%	7%	4%	7%	3%	5%	5%	5%	7%	7%	5%	7%
		b		b		b								
ANY PROCESS FACTORS (P)	606	171	47	292	310	441	122	42	253	151	98	101	404	199
	48%	58%	33%	47%	48%	59%	32%	34%	49%	45%	50%	47%	47%	49%
		b				bc								

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - DECIDED NOT TO SWITCH													
	Total	ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
NONE OF THESE	58	3	17	25	33	34	18	4	23	10	11	13	33	24
	5%	1%	12%	4%	5%	4%	5%	3%	5%	3%	6%	6%	4%	6%
			a											b
Base for stats	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Mean number of factors	7.7	9.0	5.4	7.5	7.8	8.9	6.0	5.6	7.5	7.5	8.4	7.7	7.5	8.0
		b				bc								
Standard deviation	6.46	5.53	5.52	6.45	6.43	6.58	6.20	4.64	6.13	5.91	7.69	6.89	6.04	7.28
Standard error	.18	.37	.52	.25	.25	.23	.30	.41	.26	.32	.54	.46	.20	.35

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
I negotiated/ accepted a deal with my current provider	613 48%	520 48%	47 46%	** **	** **	527 48%	87 52%	232 44%	356 54% a
Current provider is still the best deal/ cheapest	589 46%	500 46%	51 50%	** **	** **	506 46%	83 50%	245 46%	309 47%
Current provider has the best quality of service	495 39%	426 39%	41 40%	** **	** **	418 38%	77 46% a	207 39%	258 39%
Prefer to stay with a trusted/ known provider	471 37%	398 37%	35 34%	** **	** **	412 37%	58 35%	203 38%	244 37%
There wasn't enough cost difference for it to be worth switching	449 35%	392 36%	31 30%	** **	** **	398 36%	52 31%	190 36%	235 36%
Worried that the service wouldn't be as good with a new provider	404 32%	347 32%	25 25%	** **	** **	367 33% b	37 22%	184 35%	199 30%
Concern about arranging for the old and new services to start and stop at the same time (P)	303 24%	269 25% b	17 16%	** **	** **	272 25%	31 19%	159 30% b	127 19%

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	301 24%	263 24% b	15 15%	** **	** **	275 25% b	26 16%	142 27% b	137 21%
Did not want to lose my phone number	299 24%	262 24% b	15 14%	** **	** **	258 23%	41 25%	158 30% b	125 19%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	290 23%	251 23%	18 18%	** **	** **	257 23%	33 20%	147 28% b	125 19%
Did not want to pay disconnection charges	286 23%	239 22%	23 23%	** **	** **	262 24% b	24 14%	145 27% b	118 18%
Worried that I might have to pay two providers at the same time (P)	279 22%	250 23% b	15 15%	** **	** **	257 23% b	22 13%	149 28% b	114 17%
It's too time consuming to go through the process of switching from one provider to another	276 22%	244 23%	16 16%	** **	** **	246 22%	31 19%	136 26% b	122 18%
I was still in a contract so couldn't leave/ would have to pay to leave	272 21%	246 23%	15 15%	** **	** **	250 23% b	22 13%	145 27% b	108 16%

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Hassle of needing to contact more than one provider to switch	271 21%	234 22%	18 18%	** **	** **	243 22%	28 17%	142 27% b	115 17%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	260 21%	233 22%	17 16%	** **	** **	240 22% b	20 12%	119 22%	126 19%
Worried that other devices or products I own would not work with a new service	248 20%	218 20%	14 13%	** **	** **	224 20%	24 14%	128 24% b	104 16%
Lack of choice	248 20%	217 20%	21 21%	** **	** **	222 20%	26 16%	116 22% b	115 17%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	234 18%	206 19%	14 13%	** **	** **	214 19% b	20 12%	120 23% b	99 15%
Bad experience when switching communication services previously	231 18%	199 19%	18 18%	** **	** **	214 19% b	16 10%	122 23% b	93 14%
Difficulty comparing what other providers were offering	226 18%	195 18%	17 16%	** **	** **	208 19% b	18 11%	107 20% b	101 15%

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Didn't want to have to learn to use a new service	212	185	14	**	**	191	21	127	70
	17%	17%	14%	**	**	17%	13%	24%	11%
								b	
Difficulty cancelling my current service (P)	212	180	17	**	**	196	15	121	76
	17%	17%	17%	**	**	18%	9%	23%	11%
						b		b	
Not knowing what to do to switch	207	182	15	**	**	191	17	115	77
	16%	17%	14%	**	**	17%	10%	22%	12%
						b		b	
Would take too long to research the market	204	179	13	**	**	192	12	106	82
	16%	17%	13%	**	**	17%	7%	20%	12%
						b		b	
Difficulty when contacting my current provider	197	168	19	**	**	179	18	102	73
	16%	16%	18%	**	**	16%	11%	19%	11%
								b	
Difficulty when contacting potential new providers	196	167	14	**	**	177	19	110	72
	15%	15%	14%	**	**	16%	12%	21%	11%
								b	
Worried about being without the broadband service during the switch (P)	168	151	11	**	**	152	16	75	86
	13%	14%	10%	**	**	14%	9%	14%	13%

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Did not want to have to get an engineer to install new equipment	144	129	8	**	**	134	10	64	71
	11%	12%	8%	**	**	12% b	6%	12%	11%
Did not want to have to install new equipment myself	138	113	16	**	**	126	12	61	70
	11%	10%	15%	**	**	11%	7%	11%	11%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	135	122	7	**	**	125	10	59	68
	11%	11%	7%	**	**	11% b	6%	11%	10%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	111	97	11	**	**	99	12	56	48
	9%	9%	11%	**	**	9%	7%	11% b	7%
Worried about being without the Pay TV service during the switch (P)	110	97	9	**	**	104	7	57	46
	9%	9%	9%	**	**	9% b	4%	11% b	7%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	100	91	3	**	**	86	14	51	42
	8%	8% b	2%	**	**	8%	9%	10% b	6%

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	~c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
I'm still in my handset contract period	99	86	4	**	**	85	14	51	35
	8%	8%	4%	**	**	8%	9%	10% b	5%
I couldn't afford/ didn't want to pay off my handset in one lump sum	96	90	1	**	**	83	13	54	36
	8%	8% b	1%	**	**	8%	8%	10% b	5%
Worried about being without the fixed line phone service during the switch (P)	95	85	8	**	**	82	13	49	43
	8%	8%	8%	**	**	7%	8%	9%	7%
Worried about being without the mobile service during the switch (P)	90	81	1	**	**	81	9	55	27
	7%	8% b	1%	**	**	7%	5%	10% b	4%
Did not want to lose the email address I had from my broadband provider	83	69	9	**	**	70	13	32	44
	7%	6%	8%	**	**	6%	8%	6%	7%
Needing to unlock my handset to take it with me	73	60	5	**	**	65	8	41	22
	6%	6%	5%	**	**	6%	5%	8% b	3%
ANY PROCESS FACTORS (P)	606	534	38	**	**	549	57	305	259
	48%	50% b	37%	**	**	50% b	35%	57% b	39%
NONE OF THESE	58	47	9	**	**	51	6	19	32
	5%	4%	9% a	**	**	5%	4%	4%	5%

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Base for stats	1268	1078	103	**	**	1102	166	530	662
Mean number of factors	7.7	7.8	6.5	**	**	7.9	6.2	8.8	6.7
		b				b		b	
Standard deviation	6.46	6.53	6.10	**	**	6.54	5.73	6.55	6.20
Standard error	.18	.19	.58	**	**	.19	.44	.28	.23

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	445	**	**	**	**	**	**	**	**	**	**
35%		**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	424	**	**	**	**	**	**	**	**	**	**
33%		**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	424	**	**	**	**	**	**	**	**	**	**
33%		**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	413	**	**	**	**	**	**	**	**	**	**
33%		**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	411	**	**	**	**	**	**	**	**	**	**
32%		**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	394	**	**	**	**	**	**	**	**	**	**
31%		**	**	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	373	**	**	**	**	**	**	**	**	**	**
29%		**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	367	**	**	**	**	**	**	**	**	**	**
29%		**	**	**	**	**	**	**	**	**	**

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	366	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	353	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	337	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	330	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Lack of choice	326	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	323	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	321	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	313	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**

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Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	312	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	311	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	305	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	301	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
I negotiated/ accepted a deal with my current provider	300	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	290	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	284	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	276	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**

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Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	276 22%	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	263 21%	**	**	**	**	**	**	**	**	**	**
Did not want to lose my phone number	249 20%	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	244 19%	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	213 17%	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	170 13%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	154 12%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	151	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	146	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	140	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
Worried about being without the fixed line phone service during the switch (P)	132	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	122	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	114	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	102	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
I'm still in my handset contract period	100	**	**	**	**	**	**	**	**	**	**
8%	8%	**	**	**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	96	**	**	**	**	**	**	**	**	**	**
8%	8%	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTORS (P)	793	**	**	**	**	**	**	**	**	**	**
63%	63%	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	103	**	**	**	**	**	**	**	**	**	**
8%	8%	**	**	**	**	**	**	**	**	**	**
Base for stats	1268	**	**	**	**	**	**	**	**	**	**
Mean number of factors	8.7	**	**	**	**	**	**	**	**	**	**
Standard deviation	6.67	**	**	**	**	**	**	**	**	**	**
Standard error	.18	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Prefer to stay with a trusted/ known provider	445	**	**	**	**	**	**	**	**	445	293	153	352	94	243	50
	35%	**	**	**	**	**	**	**	**	35%	35%	35%	39% b	26%	39% b	24%
Worried that the service wouldn't be as good with a new provider	424	**	**	**	**	**	**	**	**	424	274	150	324	99	215	58
	33%	**	**	**	**	**	**	**	**	33%	33%	34%	36% b	28%	35% b	28%
Current provider has the best quality of service	424	**	**	**	**	**	**	**	**	424	279	145	323	101	220	59
	33%	**	**	**	**	**	**	**	**	33%	34%	33%	35% b	29%	36% b	28%
Concern about arranging for the old and new services to start and stop at the same time (P)	413	**	**	**	**	**	**	**	**	413	274	139	315	97	208	66
	33%	**	**	**	**	**	**	**	**	33%	33%	32%	35% b	27%	34%	31%
There wasn't enough cost difference for it to be worth switching	411	**	**	**	**	**	**	**	**	411	274	137	332	79	224	49
	32%	**	**	**	**	**	**	**	**	32%	33%	31%	36% b	22%	36% b	23%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	394	**	**	**	**	**	**	**	**	394	258	136	297	97	202	56
	31%	**	**	**	**	**	**	**	**	31%	31%	31%	33%	27%	33%	26%

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
It's too time consuming to go through the process of switching from one provider to another	373 29%	** **	** **	** **	** **	** **	** **	** **	** **	373 29%	230 28%	142 33%	284 31% b	88 25%	178 29%	52 25%
Difficulty comparing what other providers were offering	367 29%	** **	** **	** **	** **	** **	** **	** **	** **	367 29%	238 29%	130 30%	288 31% b	80 23%	189 30% b	49 23%
Hassle of needing to contact more than one provider to switch	366 29%	** **	** **	** **	** **	** **	** **	** **	** **	366 29%	243 29%	123 28%	290 32% b	76 22%	195 31% b	48 23%
Current provider is still the best deal/cheapest	353 28%	** **	** **	** **	** **	** **	** **	** **	** **	353 28%	233 28%	121 28%	279 31% b	74 21%	190 31% b	42 20%
Didn't want to have to learn to use a new service	337 27%	** **	** **	** **	** **	** **	** **	** **	** **	337 27%	221 27%	115 26%	265 29% b	71 20%	172 28%	50 24%
Worried that I might have to pay two providers at the same time (P)	330 26%	** **	** **	** **	** **	** **	** **	** **	** **	330 26%	213 26%	117 27%	247 27%	82 23%	160 26%	53 25%
Lack of choice	326 26%	** **	** **	** **	** **	** **	** **	** **	** **	326 26%	208 25%	118 27%	261 29% b	66 19%	171 28% b	37 18%

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Did not want to pay disconnection charges	323	**	**	**	**	**	**	**	**	323	219	104	249	74	168	51
	25%	**	**	**	**	**	**	**	**	25%	26%	24%	27% b	21%	27%	24%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	321	**	**	**	**	**	**	**	**	321	200	122	263	58	163	36
	25%	**	**	**	**	**	**	**	**	25%	24%	28%	29% b	16%	26% b	17%
Difficulty when contacting potential new providers	313	**	**	**	**	**	**	**	**	313	200	113	245	68	159	41
	25%	**	**	**	**	**	**	**	**	25%	24%	26%	27% b	19%	26% b	19%
Worried that other devices or products I own would not work with a new service	312	**	**	**	**	**	**	**	**	312	219	94	243	69	164	55
	25%	**	**	**	**	**	**	**	**	25%	26%	21%	27% b	20%	26%	26%
Would take too long to research the market	311	**	**	**	**	**	**	**	**	311	194	117	240	70	149	45
	25%	**	**	**	**	**	**	**	**	25%	23%	27%	26% b	20%	24%	21%
Difficulty cancelling my current service (P)	305	**	**	**	**	**	**	**	**	305	200	105	248	57	162	38
	24%	**	**	**	**	**	**	**	**	24%	24%	24%	27% b	16%	26% b	18%
Difficulty when contacting my current provider	301	**	**	**	**	**	**	**	**	301	187	114	248	52	155	32
	24%	**	**	**	**	**	**	**	**	24%	22%	26%	27% b	15%	25% b	15%

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
I negotiated/ accepted a deal with my current provider	300	**	**	**	**	**	**	**	**	300	180	121	300	-	180	-
	24%	**	**	**	**	**	**	**	**	24%	22%	28% b	33% b	-%	29% b	-%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	290	**	**	**	**	**	**	**	**	290	184	105	232	58	146	39
	23%	**	**	**	**	**	**	**	**	23%	22%	24%	25% b	16%	23%	18%
Not knowing what to do to switch	284	**	**	**	**	**	**	**	**	284	180	104	214	70	131	49
	22%	**	**	**	**	**	**	**	**	22%	22%	24%	23%	20%	21%	23%
I was still in a contract so couldn't leave/ would have to pay to leave	276	**	**	**	**	**	**	**	**	276	168	108	228	48	138	30
	22%	**	**	**	**	**	**	**	**	22%	20%	25%	25% b	14%	22% b	14%
Bad experience when switching communication services previously	276	**	**	**	**	**	**	**	**	276	171	105	217	59	132	39
	22%	**	**	**	**	**	**	**	**	22%	21%	24%	24% b	17%	21%	18%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	263	**	**	**	**	**	**	**	**	263	263	-	205	59	205	59
	21%	**	**	**	**	**	**	**	**	21% c	32% ac	-%	22% b	17%	33%	28%
Did not want to lose my phone number	249	**	**	**	**	**	**	**	**	249	126	123	190	59	101	26
	20%	**	**	**	**	**	**	**	**	20% b	15%	28% ab	21%	17%	16%	12%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Did not want to have to get an engineer to install new equipment	244	**	**	**	**	**	**	**	**	244	244	-	198	47	198	47
	19%	**	**	**	**	**	**	**	**	19%	29%	-%	22%	13%	32%	22%
										c	ac		b		b	
Did not want to have to install new equipment myself	213	**	**	**	**	**	**	**	**	213	213	-	171	42	171	42
	17%	**	**	**	**	**	**	**	**	17%	26%	-%	19%	12%	28%	20%
										c	ac		b		b	
Worried about being without the broadband service during the switch (P)	170	**	**	**	**	**	**	**	**	170	170	-	136	34	136	34
	13%	**	**	**	**	**	**	**	**	13%	20%	-%	15%	9%	22%	16%
										c	ac		b		b	
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	154	**	**	**	**	**	**	**	**	154	154	-	123	30	123	30
	12%	**	**	**	**	**	**	**	**	12%	19%	-%	14%	9%	20%	14%
										c	ac		b			
Worried about being without the Pay TV service during the switch (P)	151	**	**	**	**	**	**	**	**	151	151	-	119	31	119	31
	12%	**	**	**	**	**	**	**	**	12%	18%	-%	13%	9%	19%	15%
										c	ac		b			
Worried about being without the mobile service during the switch (P)	146	**	**	**	**	**	**	**	**	146	-	146	118	28	-	-
	12%	**	**	**	**	**	**	**	**	12%	-%	33%	13%	8%	-%	-%
										b		ab	b			

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	140	**	**	**	**	**	**	**	**	140	140	-	114	26	114	26
	11%	**	**	**	**	**	**	**	**	11%	17%	-%	13%	7%	18%	12%
										c	ac		b		b	
Worried about being without the fixed line phone service during the switch (P)	132	**	**	**	**	**	**	**	**	132	132	-	98	34	98	34
	10%	**	**	**	**	**	**	**	**	10%	16%	-%	11%	10%	16%	16%
										c	ac					
Needing to unlock my handset to take it with me	122	**	**	**	**	**	**	**	**	122	-	122	96	26	-	-
	10%	**	**	**	**	**	**	**	**	10%	-%	28%	11%	7%	-%	-%
										b		ab				
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	114	**	**	**	**	**	**	**	**	114	-	114	87	27	-	-
	9%	**	**	**	**	**	**	**	**	9%	-%	26%	10%	8%	-%	-%
										b		ab				
Did not want to lose the email address I had from my broadband provider	102	**	**	**	**	**	**	**	**	102	102	-	78	24	78	24
	8%	**	**	**	**	**	**	**	**	8%	12%	-%	9%	7%	13%	11%
										c	ac					
I'm still in my handset contract period	100	**	**	**	**	**	**	**	**	100	-	100	86	14	-	-
	8%	**	**	**	**	**	**	**	**	8%	-%	23%	9%	4%	-%	-%
										b		ab	b			

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
I couldn't afford/ didn't want to pay off my handset in one lump sum	96	**	**	**	**	**	**	**	**	96	-	96	80	17	-	-
	8%	**	**	**	**	**	**	**	**	8%	-%	22%	9%	5%	-%	-%
										b		ab	b			
ANY PROCESS FACTORS (P)	793	**	**	**	**	**	**	**	**	793	516	277	600	193	392	124
	63%	**	**	**	**	**	**	**	**	63%	62%	63%	66%	54%	63%	59%
													b			
NONE OF THESE	103	**	**	**	**	**	**	**	**	103	65	38	57	46	42	23
	8%	**	**	**	**	**	**	**	**	8%	8%	9%	6%	13%	7%	11%
														a		a
Base for stats	1268	**	**	**	**	**	**	**	**	1268	830	438	913	354	620	211
Mean number of factors	8.7	**	**	**	**	**	**	**	**	8.7	8.7	8.5	9.5	6.5	9.3	7.0
													b		b	
Standard deviation	6.67	**	**	**	**	**	**	**	**	6.67	7.00	5.99	6.88	5.52	7.26	5.88
Standard error	.18	**	**	**	**	**	**	**	**	.18	.22	.32	.22	.29	.26	.37

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Prefer to stay with a trusted/ known provider	445	109	44	217	228	289	122	34	189	115	75	66	303	140
	35%	37%	30%	35%	35%	38%	32%	27%	36%	34%	39%	30%	36%	34%
						bc								
Worried that the service wouldn't be as good with a new provider	424	109	41	217	207	286	101	37	191	100	64	66	291	130
	33%	37%	29%	35%	32%	38%	26%	30%	37%	30%	33%	30%	34%	32%
						b			b					
Current provider has the best quality of service	424	103	42	214	209	284	113	27	176	115	77	54	291	131
	33%	35%	29%	35%	32%	38%	29%	21%	34%	35%	40%	25%	34%	32%
						bc			d	d	df		d	
Concern about arranging for the old and new services to start and stop at the same time (P)	413	108	31	196	215	261	113	37	192	96	59	60	288	119
	33%	37%	21%	32%	33%	35%	29%	30%	37%	29%	30%	28%	34%	29%
		b							bdf					
There wasn't enough cost difference for it to be worth switching	411	108	30	206	203	263	120	27	177	100	61	71	278	131
	32%	37%	21%	33%	31%	35%	31%	21%	34%	30%	31%	33%	33%	32%
		b				c	c							
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	394	95	41	202	190	269	95	30	181	89	57	64	269	120
	31%	32%	29%	33%	30%	36%	25%	24%	35%	27%	29%	29%	32%	29%
						bc			b					
It's too time consuming to go through the process of switching from one provider to another	373	106	36	186	187	255	93	25	169	85	53	61	255	114
	29%	36%	25%	30%	29%	34%	24%	20%	33%	26%	27%	28%	30%	28%
		b				bc			b					

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty comparing what other providers were offering	367	99	31	174	192	263	82	23	153	101	45	65	254	110
	29%	34%	21%	28%	30%	35%	21%	18%	30%	30%	23%	30%	30%	27%
		b				bc							c	
Hassle of needing to contact more than one provider to switch	366	95	28	178	186	249	87	30	172	85	49	58	257	107
	29%	32%	20%	29%	29%	33%	23%	24%	33%	25%	25%	27%	30%	26%
		b				bc			bcd					
Current provider is still the best deal/ cheapest	353	89	32	177	174	248	86	19	143	96	57	53	240	110
	28%	30%	22%	29%	27%	33%	22%	15%	28%	29%	29%	25%	28%	27%
						bc								
Didn't want to have to learn to use a new service	337	94	22	164	171	233	77	26	154	85	46	51	239	97
	27%	32%	15%	27%	27%	31%	20%	21%	30%	25%	24%	24%	28%	24%
		b				bc			f					
Worried that I might have to pay two providers at the same time (P)	330	87	30	167	160	233	74	23	145	92	48	42	237	91
	26%	30%	21%	27%	25%	31%	19%	19%	28%	28%	25%	20%	28%	22%
						bc			df	d			df	
Lack of choice	326	90	28	162	163	240	68	18	134	98	44	49	232	94
	26%	31%	20%	26%	25%	32%	18%	14%	26%	29%	23%	23%	27%	23%
		b				bc				f				
Did not want to pay disconnection charges	323	81	23	177	143	245	62	17	147	79	46	49	226	95
	25%	28%	16%	29%	22%	32%	16%	13%	28%	24%	24%	23%	27%	23%
		b		b		bc								

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Didn't want to lose content (programmes, apps, photos, data) stored on my device	321	100	22	154	165	242	56	23	143	79	51	47	222	98
	25%	34%	15%	25%	26%	32%	15%	18%	28%	24%	26%	22%	26%	24%
		b				bc								
Difficulty when contacting potential new providers	313	86	27	153	158	237	57	19	139	82	39	50	222	89
	25%	29%	19%	25%	25%	32%	15%	15%	27%	25%	20%	23%	26%	22%
		b				bc								
Worried that other devices or products I own would not work with a new service	312	80	14	150	160	217	69	27	141	77	42	50	218	92
	25%	27%	10%	24%	25%	29%	18%	21%	27%	23%	22%	23%	26%	22%
		b				b								
Would take too long to research the market	311	91	26	149	159	220	69	21	136	67	48	57	202	105
	25%	31%	18%	24%	25%	29%	18%	17%	26%	20%	25%	26%	24%	26%
		b				bc			b					
Difficulty cancelling my current service (P)	305	86	19	155	149	240	55	11	139	68	45	52	208	96
	24%	29%	13%	25%	23%	32%	14%	9%	27%	21%	23%	24%	24%	23%
		b				bc			b					
Difficulty when contacting my current provider	301	94	21	144	157	242	45	13	129	68	50	51	197	101
	24%	32%	14%	23%	24%	32%	12%	10%	25%	20%	26%	24%	23%	25%
		b				bc								
I negotiated/ accepted a deal with my current provider	300	121	-	153	146	236	56	9	130	69	46	51	200	97
	24%	41%	-%	25%	23%	31%	14%	7%	25%	21%	24%	24%	23%	24%
		b				bc	c							

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	290 23%	86 29% b	19 13%	139 23%	148 23%	217 29% bc	56 15%	17 13%	127 25%	67 20%	40 21%	51 24%	195 23%	92 22%
Not knowing what to do to switch	284 22%	83 28% b	21 14%	138 22%	143 22%	213 28% bc	58 15%	11 9%	126 24% d	65 20%	49 25%	38 18%	191 22%	87 21%
I was still in a contract so couldn't leave/ would have to pay to leave	276 22%	90 31% b	18 13%	141 23%	135 21%	220 29% bc	46 12%	9 7%	123 24%	63 19%	48 25%	40 19%	186 22%	88 21%
Bad experience when switching communication services previously	276 22%	85 29% b	21 14%	136 22%	137 21%	214 28% bc	53 14% c	8 7%	125 24%	65 20%	44 23%	38 18%	190 22%	82 20%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	263 21%	- -%	- -%	124 20%	139 22%	150 20%	95 25% c	18 15%	114 22%	63 19%	44 23%	42 19%	178 21%	85 21%
Did not want to lose my phone number	249 20%	90 31%	33 23%	126 20%	122 19%	167 22% b	58 15%	22 18%	94 18%	79 24% ad	41 21%	34 16%	173 20%	75 18%
Did not want to have to get an engineer to install new equipment	244 19%	- -%	- -%	115 19%	127 20%	159 21%	66 17%	20 16%	112 22% b	53 16%	39 20%	40 18%	165 19%	78 19%

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Did not want to have to install new equipment myself	213 17%	- -%	- -%	99 16%	114 18%	139 18%	57 15%	17 14%	93 18%	53 16%	25 13%	40 19%	147 17%	66 16%
Worried about being without the broadband service during the switch (P)	170 13%	- -%	- -%	82 13%	88 14%	87 12%	65 17% a	18 14%	68 13%	39 12%	28 15%	35 16%	107 13%	63 15%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	154 12%	- -%	- -%	93 15% b	61 9%	107 14% bc	38 10%	8 7%	82 16% bcf	28 9%	18 9%	25 11%	110 13% b	42 10%
Worried about being without the Pay TV service during the switch (P)	151 12%	- -%	- -%	90 14% b	61 10%	109 14% bc	35 9%	7 6%	83 16% bcdf	28 8%	19 10%	20 9%	110 13% b	39 9%
Worried about being without the mobile service during the switch (P)	146 12%	118 40% b	28 20%	73 12%	73 11%	112 15% bc	23 6%	10 8%	56 11%	47 14%	22 11%	21 9%	104 12%	42 10%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	140 11%	- -%	- -%	72 12%	67 10%	113 15% bc	23 6%	4 3%	69 13%	30 9%	21 11%	19 9%	99 12%	40 10%

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Worried about being without the fixed line phone service during the switch (P)	132	-	-	52	80	67	44	22	58	35	17	23	93	40
	10%	-%	-%	8%	12%	9%	11%	17%	11%	11%	9%	10%	11%	10%
					a			a						
Needing to unlock my handset to take it with me	122	96	26	54	68	98	22	3	49	35	17	22	83	38
	10%	33%	18%	9%	11%	13%	6%	2%	9%	10%	9%	10%	10%	9%
		b				bc								
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	114	87	27	58	56	94	17	3	51	23	22	17	74	38
	9%	30%	19%	9%	9%	12%	4%	2%	10%	7%	11%	8%	9%	9%
		b				bc								
Did not want to lose the email address I had from my broadband provider	102	-	-	57	44	70	25	7	46	25	18	13	71	31
	8%	-%	-%	9%	7%	9%	6%	6%	9%	8%	9%	6%	8%	8%
I'm still in my handset contract period	100	86	14	50	49	92	6	-	42	24	14	15	67	30
	8%	29%	10%	8%	8%	12%	2%	-%	8%	7%	7%	7%	8%	7%
		b				bc								
I couldn't afford/ didn't want to pay off my handset in one lump sum	96	80	17	58	38	90	5	1	38	26	18	14	64	32
	8%	27%	12%	9%	6%	12%	1%	1%	7%	8%	9%	7%	8%	8%
		b		b		bc								
ANY PROCESS FACTORS (P)	793	208	69	389	401	529	198	64	349	202	118	119	551	238
	63%	71%	48%	63%	62%	70%	51%	51%	67%	61%	61%	55%	65%	58%
		b				bc			bdf				df	

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - DECIDED NOT TO SWITCH													
	Total	ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
NONE OF THESE	103	15	23	46	57	55	32	16	36	26	17	25	62	42
	8%	5%	16%	8%	9%	7%	8%	13%	7%	8%	9%	11%	7%	10%
			a					a				ae		
Base for stats	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Mean number of factors	8.7	10.0	5.6	8.8	8.5	10.3	6.5	5.6	9.3	8.1	8.5	7.9	8.9	8.2
		b				bc			bdf					
Standard deviation	6.67	5.99	4.84	6.62	6.73	6.90	5.65	4.91	6.69	6.49	6.51	6.88	6.63	6.71
Standard error	.18	.40	.46	.26	.26	.24	.28	.44	.28	.35	.45	.46	.22	.32

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Prefer to stay with a trusted/ known provider	445	384	38	**	**	389	56	192	223
	35%	36%	37%	**	**	35%	34%	36%	34%
Worried that the service wouldn't be as good with a new provider	424	363	34	**	**	370	54	190	210
	33%	34%	33%	**	**	34%	33%	36%	32%
Current provider has the best quality of service	424	366	31	**	**	386	38	186	215
	33%	34%	30%	**	**	35% b	23%	35%	33%
Concern about arranging for the old and new services to start and stop at the same time (P)	413	354	37	**	**	369	43	178	202
	33%	33%	36%	**	**	34%	26%	34%	30%
There wasn't enough cost difference for it to be worth switching	411	360	26	**	**	361	50	168	212
	32%	33%	25%	**	**	33%	30%	32%	32%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	394	341	37	**	**	356	37	182	190
	31%	32%	36%	**	**	32% b	23%	34% b	29%
It's too time consuming to go through the process of switching from one provider to another	373	329	29	**	**	338	35	161	187
	29%	31%	28%	**	**	31% b	21%	30%	28%
Columns Tested: a,b,c,d - a,b - a,b									

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Difficulty comparing what other providers were offering	367	326	21	**	**	329	39	174	174
	29%	30%	20%	**	**	30%	23%	33%	26%
		b						b	
Hassle of needing to contact more than one provider to switch	366	318	27	**	**	328	39	164	176
	29%	30%	26%	**	**	30%	23%	31%	27%
Current provider is still the best deal/ cheapest	353	312	19	**	**	315	38	155	173
	28%	29%	19%	**	**	29%	23%	29%	26%
		b							
Didn't want to have to learn to use a new service	337	303	18	**	**	305	32	146	165
	27%	28%	18%	**	**	28%	19%	28%	25%
		b				b			
Worried that I might have to pay two providers at the same time (P)	330	282	24	**	**	293	36	154	156
	26%	26%	24%	**	**	27%	22%	29%	24%
								b	
Lack of choice	326	284	27	**	**	295	31	154	147
	26%	26%	26%	**	**	27%	19%	29%	22%
						b		b	
Did not want to pay disconnection charges	323	289	25	**	**	291	32	157	142
	25%	27%	24%	**	**	26%	19%	30%	21%
						b		b	

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Didn't want to lose content (programmes, apps, photos, data) stored on my device	321	287	21	**	**	294	27	148	146
	25%	27%	20%	**	**	27% b	16%	28% b	22%
Difficulty when contacting potential new providers	313	285	20	**	**	286	27	143	144
	25%	26%	19%	**	**	26% b	16%	27% b	22%
Worried that other devices or products I own would not work with a new service	312	269	23	**	**	279	33	143	145
	25%	25%	23%	**	**	25%	20%	27% b	22%
Would take too long to research the market	311	276	17	**	**	280	31	147	140
	25%	26% b	17%	**	**	25%	19%	28% b	21%
Difficulty cancelling my current service (P)	305	267	24	**	**	280	25	141	137
	24%	25%	23%	**	**	25% b	15%	27% b	21%
Difficulty when contacting my current provider	301	267	17	**	**	284	17	144	136
	24%	25% b	16%	**	**	26% b	10%	27% b	21%
I negotiated/ accepted a deal with my current provider	300	254	22	**	**	267	34	154	123
	24%	24%	22%	**	**	24%	20%	29% b	19%

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	290	256	23	**	**	260	30	149	118
	23%	24%	23%	**	**	24%	18%	28% b	18%
Not knowing what to do to switch	284	249	21	**	**	254	30	137	122
	22%	23%	20%	**	**	23%	18%	26% b	19%
I was still in a contract so couldn't leave/ would have to pay to leave	276	247	18	**	**	251	26	120	127
	22%	23%	18%	**	**	23% b	16%	23%	19%
Bad experience when switching communication services previously	276	238	21	**	**	248	28	132	123
	22%	22%	20%	**	**	22%	17%	25% b	19%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	263	220	25	**	**	223	40	110	138
	21%	20%	24%	**	**	20%	24%	21%	21%
Did not want to lose my phone number	249	212	22	**	**	225	25	108	122
	20%	20%	21%	**	**	20%	15%	20%	18%
Did not want to have to get an engineer to install new equipment	244	209	25	**	**	215	29	105	124
	19%	19%	24%	**	**	20%	17%	20%	19%

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Did not want to have to install new equipment myself	213	188	17	**	**	196	17	98	99
	17%	17%	16%	**	**	18% b	10%	19%	15%
Worried about being without the broadband service during the switch (P)	170	141	20	**	**	147	23	76	87
	13%	13%	20% a	**	**	13%	14%	14%	13%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	154	135	13	**	**	138	16	67	78
	12%	12%	12%	**	**	13%	9%	13%	12%
Worried about being without the Pay TV service during the switch (P)	151	136	9	**	**	140	10	60	84
	12%	13%	9%	**	**	13% b	6%	11%	13%
Worried about being without the mobile service during the switch (P)	146	128	8	**	**	131	15	74	65
	12%	12%	7%	**	**	12%	9%	14% b	10%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	140	123	13	**	**	130	9	71	61
	11%	11%	12%	**	**	12% b	6%	13% b	9%

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Worried about being without the fixed line phone service during the switch (P)	132	109	13	**	**	115	18	62	61
	10%	10%	13%	**	**	10%	11%	12%	9%
Needing to unlock my handset to take it with me	122	106	8	**	**	113	9	63	53
	10%	10%	7%	**	**	10%	5%	12%	8%
						b		b	
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	114	101	3	**	**	108	6	63	38
	9%	9%	2%	**	**	10%	4%	12%	6%
		b				b		b	
Did not want to lose the email address I had from my broadband provider	102	86	9	**	**	92	11	48	47
	8%	8%	9%	**	**	8%	6%	9%	7%
I'm still in my handset contract period	100	89	4	**	**	94	6	53	37
	8%	8%	4%	**	**	8%	4%	10%	6%
						b		b	
I couldn't afford/ didn't want to pay off my handset in one lump sum	96	86	3	**	**	90	6	51	30
	8%	8%	2%	**	**	8%	4%	10%	4%
		b				b		b	
ANY PROCESS FACTORS (P)	793	679	67	**	**	705	88	364	377
	63%	63%	66%	**	**	64%	53%	69%	57%
						b		b	
NONE OF THESE	103	80	11	**	**	85	18	37	59
	8%	7%	11%	**	**	8%	11%	7%	9%

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Base for stats	1268	1078	103	**	**	1102	166	530	662
Mean number of factors	8.7	8.9	7.9	**	**	8.9	6.7	9.5	7.8
						b		b	
Standard deviation	6.67	6.70	6.74	**	**	6.72	5.97	6.55	6.53
Standard error	.18	.20	.64	**	**	.20	.46	.28	.24

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	942	**	**	**	**	**	**	**	**	**	**
	74%	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	919	**	**	**	**	**	**	**	**	**	**
	72%	**	**	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	916	**	**	**	**	**	**	**	**	**	**
	72%	**	**	**	**	**	**	**	**	**	**
I negotiated/ accepted a deal with my current provider	913	**	**	**	**	**	**	**	**	**	**
	72%	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	861	**	**	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	828	**	**	**	**	**	**	**	**	**	**
	65%	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	716	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	695	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	649	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	637	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	611	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	609	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	608	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	594	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**
Lack of choice	574	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**
Worried that other devices or products I own would not work with a new service	560	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	549	**	**	**	**	**	**	**	**	**	**
43%	43%	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	548	**	**	**	**	**	**	**	**	**	**
43%	43%	**	**	**	**	**	**	**	**	**	**
Did not want to lose my phone number	548	**	**	**	**	**	**	**	**	**	**
43%	43%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	524	**	**	**	**	**	**	**	**	**	**
41%	41%	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	523	**	**	**	**	**	**	**	**	**	**
41%	41%	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	517	**	**	**	**	**	**	**	**	**	**
41%	41%	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	515	**	**	**	**	**	**	**	**	**	**
41%	41%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	509	**	**	**	**	**	**	**	**	**	**
40%	40%	**	**	**	**	**	**	**	**	**	**

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	506	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	498	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	491	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	388	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	351	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	338	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	289	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	261	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	251	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	236	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**
Worried about being without the fixed line phone service during the switch (P)	228	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	214	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**
I'm still in my handset contract period	199	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	195	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	192	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	185	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTORS (P)	936	**	**	**	**	**	**	**	**	**	**
	74%	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	18	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Base for stats	1268	**	**	**	**	**	**	**	**	**	**
Mean number of factors	16.3	**	**	**	**	**	**	**	**	**	**
Standard deviation	9.75	**	**	**	**	**	**	**	**	**	**
Standard error	.27	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Current provider is still the best deal/ cheapest	942 74%	** **	** **	** **	** **	** **	** **	** **	** **	942 74%	615 74%	327 75%	735 81% b	207 58%	498 80% b	117 56%
Current provider has the best quality of service	919 72%	** **	** **	** **	** **	** **	** **	** **	** **	919 72%	597 72%	322 74%	722 79% b	197 56%	482 78% b	115 55%
Prefer to stay with a trusted/ known provider	916 72%	** **	** **	** **	** **	** **	** **	** **	** **	916 72%	598 72%	318 73%	715 78% b	202 57%	485 78% b	113 54%
I negotiated/ accepted a deal with my current provider	913 72%	** **	** **	** **	** **	** **	** **	** **	** **	913 72%	620 75% c	294 67%	913 100% b	- -%	620 100% b	- -%
There wasn't enough cost difference for it to be worth switching	861 68%	** **	** **	** **	** **	** **	** **	** **	** **	861 68%	571 69%	290 66%	671 73% b	189 53%	458 74% b	112 53%
Worried that the service wouldn't be as good with a new provider	828 65%	** **	** **	** **	** **	** **	** **	** **	** **	828 65%	539 65%	289 66%	641 70% b	186 53%	428 69% b	111 53%
Concern about arranging for the old and new services to start and stop at the same time (P)	716 56%	** **	** **	** **	** **	** **	** **	** **	** **	716 56%	466 56%	250 57%	551 60% b	164 46%	356 58%	109 52%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	695	**	**	**	**	**	**	**	**	695	452	242	543	152	358	94
	55%	**	**	**	**	**	**	**	**	55%	54%	55%	59%	43%	58%	45%
													b		b	
It's too time consuming to go through the process of switching from one provider to another	649	**	**	**	**	**	**	**	**	649	405	244	498	151	316	89
	51%	**	**	**	**	**	**	**	**	51%	49%	56%	55%	43%	51%	42%
												b	b		b	
Hassle of needing to contact more than one provider to switch	637	**	**	**	**	**	**	**	**	637	397	240	504	132	318	79
	50%	**	**	**	**	**	**	**	**	50%	48%	55%	55%	37%	51%	37%
												b	b		b	
Didn't want to lose content (programmes, apps, photos, data) stored on my device	611	**	**	**	**	**	**	**	**	611	372	240	500	112	309	63
	48%	**	**	**	**	**	**	**	**	48%	45%	55%	55%	32%	50%	30%
												ab	b		b	
Worried that I might have to pay two providers at the same time (P)	609	**	**	**	**	**	**	**	**	609	385	225	476	134	300	85
	48%	**	**	**	**	**	**	**	**	48%	46%	51%	52%	38%	48%	40%
													b		b	
Did not want to pay disconnection charges	608	**	**	**	**	**	**	**	**	608	394	214	469	139	306	88
	48%	**	**	**	**	**	**	**	**	48%	47%	49%	51%	39%	49%	42%
													b		b	

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty comparing what other providers were offering	594	**	**	**	**	**	**	**	**	594	387	207	457	136	299	88
	47%	**	**	**	**	**	**	**	**	47%	47%	47%	50% b	38%	48%	42%
Lack of choice	574	**	**	**	**	**	**	**	**	574	381	192	448	126	299	82
	45%	**	**	**	**	**	**	**	**	45%	46%	44%	49% b	36%	48% b	39%
Worried that other devices or products I own would not work with a new service	560	**	**	**	**	**	**	**	**	560	368	192	454	106	293	75
	44%	**	**	**	**	**	**	**	**	44%	44%	44%	50% b	30%	47% b	36%
Didn't want to have to learn to use a new service	549	**	**	**	**	**	**	**	**	549	347	201	439	110	279	69
	43%	**	**	**	**	**	**	**	**	43%	42%	46%	48% b	31%	45% b	33%
I was still in a contract so couldn't leave/ would have to pay to leave	548	**	**	**	**	**	**	**	**	548	341	208	432	116	269	71
	43%	**	**	**	**	**	**	**	**	43%	41%	48% b	47% b	33%	43% b	34%
Did not want to lose my phone number	548	**	**	**	**	**	**	**	**	548	253	295	412	136	193	60
	43%	**	**	**	**	**	**	**	**	43% b	31%	67% ab	45% b	38%	31%	29%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	524	**	**	**	**	**	**	**	**	524	331	192	415	109	265	66
	41%	**	**	**	**	**	**	**	**	41%	40%	44%	45% b	31%	43% b	31%

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Didn't want to pay the initial connection/ start-up fees/ equipment costs	523 41%	** **	** **	** **	** **	** **	** **	** **	** **	523 41% c	523 63% ac	- -%	411 45% b	113 32%	411 66% b	113 54%
Difficulty cancelling my current service (P)	517 41%	** **	** **	** **	** **	** **	** **	** **	** **	517 41%	327 39%	190 43%	411 45% b	106 30%	260 42% b	67 32%
Would take too long to research the market	515 41%	** **	** **	** **	** **	** **	** **	** **	** **	515 41%	314 38%	201 46% b	411 45% b	104 29%	253 41% b	61 29%
Difficulty when contacting potential new providers	509 40%	** **	** **	** **	** **	** **	** **	** **	** **	509 40%	332 40%	177 40%	402 44% b	107 30%	262 42% b	70 33%
Bad experience when switching communication services previously	506 40%	** **	** **	** **	** **	** **	** **	** **	** **	506 40%	314 38%	192 44% b	396 43% b	110 31%	244 39%	70 33%
Difficulty when contacting my current provider	498 39%	** **	** **	** **	** **	** **	** **	** **	** **	498 39%	312 38%	186 43%	396 43% b	101 29%	253 41% b	59 28%
Not knowing what to do to switch	491 39%	** **	** **	** **	** **	** **	** **	** **	** **	491 39%	300 36%	191 44% b	389 43% b	102 29%	236 38% b	64 30%

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Did not want to have to get an engineer to install new equipment	388	**	**	**	**	**	**	**	**	388	388	-	314	74	314	74
	31%	**	**	**	**	**	**	**	**	31%	47%	-%	34%	21%	51%	35%
										c	ac		b		b	
Did not want to have to install new equipment myself	351	**	**	**	**	**	**	**	**	351	351	-	288	63	288	63
	28%	**	**	**	**	**	**	**	**	28%	42%	-%	32%	18%	46%	30%
										c	ac		b		b	
Worried about being without the broadband service during the switch (P)	338	**	**	**	**	**	**	**	**	338	338	-	256	82	256	82
	27%	**	**	**	**	**	**	**	**	27%	41%	-%	28%	23%	41%	39%
										c	ac					
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	289	**	**	**	**	**	**	**	**	289	289	-	248	41	248	41
	23%	**	**	**	**	**	**	**	**	23%	35%	-%	27%	12%	40%	19%
										c	ac		b		b	
Worried about being without the Pay TV service during the switch (P)	261	**	**	**	**	**	**	**	**	261	261	-	218	43	218	43
	21%	**	**	**	**	**	**	**	**	21%	31%	-%	24%	12%	35%	21%
										c	ac		b		b	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	251	**	**	**	**	**	**	**	**	251	251	-	211	40	211	40
	20%	**	**	**	**	**	**	**	**	20%	30%	-%	23%	11%	34%	19%
										c	ac		b		b	

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Worried about being without the mobile service during the switch (P)	236	**	**	**	**	**	**	**	**	236	-	236	181	55	-	-
	19%	**	**	**	**	**	**	**	**	19%	-%	54%	20%	16%	-%	-%
										b		ab				
Worried about being without the fixed line phone service during the switch (P)	228	**	**	**	**	**	**	**	**	228	228	-	168	60	168	60
	18%	**	**	**	**	**	**	**	**	18%	27%	-%	18%	17%	27%	28%
										c	ac					
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	214	**	**	**	**	**	**	**	**	214	-	214	171	44	-	-
	17%	**	**	**	**	**	**	**	**	17%	-%	49%	19%	12%	-%	-%
										b		ab	b			
I'm still in my handset contract period	199	**	**	**	**	**	**	**	**	199	-	199	151	47	-	-
	16%	**	**	**	**	**	**	**	**	16%	-%	45%	17%	13%	-%	-%
										b		ab				
Needing to unlock my handset to take it with me	195	**	**	**	**	**	**	**	**	195	-	195	155	40	-	-
	15%	**	**	**	**	**	**	**	**	15%	-%	45%	17%	11%	-%	-%
										b		ab	b			
I couldn't afford/ didn't want to pay off my handset in one lump sum	192	**	**	**	**	**	**	**	**	192	-	192	146	46	-	-
	15%	**	**	**	**	**	**	**	**	15%	-%	44%	16%	13%	-%	-%
										b		ab				

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Did not want to lose the email address I had from my broadband provider	185	**	**	**	**	**	**	**	**	185	185	-	144	42	144	42
	15%	**	**	**	**	**	**	**	**	15%	22%	-%	16%	12%	23%	20%
										c	ac					
ANY PROCESS FACTORS (P)	936	**	**	**	**	**	**	**	**	936	614	322	701	235	464	150
	74%	**	**	**	**	**	**	**	**	74%	74%	74%	77%	66%	75%	71%
													b			
NONE OF THESE	18	**	**	**	**	**	**	**	**	18	10	8	-	18	-	10
	1%	**	**	**	**	**	**	**	**	1%	1%	2%	-%	5%	-%	5%
														a		a
Base for stats	1268	**	**	**	**	**	**	**	**	1268	830	438	913	354	620	211
Mean number of factors	16.3	**	**	**	**	**	**	**	**	16.3	16.3	16.4	18.0	11.9	17.6	12.5
													b		b	
Standard deviation	9.75	**	**	**	**	**	**	**	**	9.75	10.07	9.13	9.67	8.50	10.20	8.65
Standard error	.27	**	**	**	**	**	**	**	**	.27	.32	.49	.31	.45	.37	.55

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Current provider is still the best deal/ cheapest	942	237	90	448	489	587	268	86	382	246	152	158	628	309
	74%	81%	63%	72%	76%	78%	69%	68%	74%	74%	78%	73%	74%	75%
		b				bc								
Current provider has the best quality of service	919	240	82	441	474	585	258	75	366	247	149	152	613	300
	72%	82%	57%	71%	74%	78%	67%	60%	71%	74%	77%	70%	72%	73%
		b				bc								
Prefer to stay with a trusted/ known provider	916	230	89	438	475	563	262	91	374	247	140	150	621	290
	72%	78%	62%	71%	74%	75%	68%	72%	72%	74%	72%	69%	73%	71%
		b				b								
I negotiated/ accepted a deal with my current provider	913	294	-	441	470	557	269	84	376	244	138	151	620	289
	72%	100%	-%	71%	73%	74%	70%	67%	73%	73%	71%	70%	73%	71%
		b												
There wasn't enough cost difference for it to be worth switching	861	213	77	421	435	556	231	72	368	219	125	142	587	267
	68%	72%	54%	68%	68%	74%	60%	57%	71%	66%	65%	66%	69%	65%
		b				bc			f					
Worried that the service wouldn't be as good with a new provider	828	213	76	390	435	536	223	69	358	206	130	130	564	260
	65%	72%	53%	63%	68%	71%	58%	55%	69%	62%	67%	60%	66%	63%
		b				bc			bd					
Concern about arranging for the old and new services to start and stop at the same time (P)	716	195	55	342	370	480	176	59	315	170	106	121	485	227
	56%	66%	38%	55%	57%	64%	46%	47%	61%	51%	55%	56%	57%	55%
		b				bc			b					

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	695 55%	185 63% b	58 40%	344 56%	347 54%	487 65% bc	161 42%	45 36%	305 59% bdf	173 52%	102 53%	110 51%	477 56%	213 52%
It's too time consuming to go through the process of switching from one provider to another	649 51%	182 62% b	62 43%	314 51%	333 52%	470 62% bc	145 38% c	34 27%	288 56% bdf	160 48%	95 49%	101 47%	448 53%	196 48%
Hassle of needing to contact more than one provider to switch	637 50%	186 63% b	54 38%	299 48%	332 52%	459 61% bc	137 35%	41 33%	270 52%	157 47%	95 49%	110 51%	427 50%	205 50%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	611 48%	191 65% b	49 34%	296 48%	312 48%	447 59% bc	119 31%	44 35%	266 51% b	148 44%	98 50%	96 44%	414 49%	194 47%
Worried that I might have to pay two providers at the same time (P)	609 48%	176 60% b	49 34%	297 48%	309 48%	440 58% bc	132 34%	36 29%	256 50%	155 46%	97 50%	99 46%	411 48%	196 48%
Did not want to pay disconnection charges	608 48%	163 55% b	51 36%	302 49%	301 47%	439 58% bc	133 34%	35 28%	247 48%	147 44%	104 54% b	106 49%	394 46%	211 51% b

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty comparing what other providers were offering	594 47%	158 54% b	49 34%	285 46%	305 47%	433 58% bc	126 33%	35 28%	247 48%	160 48%	81 42%	99 46%	407 48%	180 44%
Lack of choice	574 45%	149 51% b	44 30%	291 47%	279 43%	425 56% bc	117 30%	30 24%	245 47%	151 45%	86 45%	88 41%	396 47%	174 42%
Worried that other devices or products I own would not work with a new service	560 44%	162 55% b	31 21%	278 45%	279 43%	407 54% bc	115 30%	37 30%	242 47% df	148 44% d	89 46% d	77 36%	390 46% d	166 41%
Didn't want to have to learn to use a new service	549 43%	160 55% b	41 29%	265 43%	280 43%	396 53% bc	112 29%	40 32%	233 45%	137 41%	87 45%	89 41%	370 43%	176 43%
I was still in a contract so couldn't leave/ would have to pay to leave	548 43%	163 55% b	45 31%	272 44%	272 42%	420 56% bc	106 27% c	22 17%	219 42%	143 43%	90 46%	94 44%	361 42%	184 45%
Did not want to lose my phone number	548 43%	219 75% b	76 53%	248 40%	297 46% a	343 46% b	144 37%	60 48% b	214 41%	157 47%	81 42%	94 44%	371 44%	176 43%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	524 41%	150 51% b	42 29%	263 43%	257 40%	401 53% bc	102 26% c	20 16%	218 42%	130 39%	89 46%	81 38%	348 41%	170 42%

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Didn't want to pay the initial connection/ start-up fees/ equipment costs	523 41%	- -%	- -%	234 38%	287 45%	321 43%	163 42%	40 32%	213 41%	131 39%	90 46%	89 41%	343 40%	179 44%
					a	c	c							
Difficulty cancelling my current service (P)	517 41%	151 52%	38 27%	256 41%	257 40%	408 54%	90 23%	18 15%	215 41%	125 37%	90 47%	85 39%	339 40%	175 43%
		b				bc	c				b			
Would take too long to research the market	515 41%	158 54%	44 30%	258 42%	255 40%	388 52%	101 26%	26 21%	226 44%	116 35%	80 41%	89 41%	342 40%	169 41%
		b				bc			b					
Difficulty when contacting potential new providers	509 40%	140 48%	37 26%	253 41%	253 39%	388 52%	97 25%	25 20%	214 41%	133 40%	81 42%	79 36%	347 41%	160 39%
		b				bc								
Bad experience when switching communication services previously	506 40%	153 52%	40 28%	256 41%	246 38%	395 52%	91 24%	18 15%	215 42%	115 35%	90 47%	81 38%	330 39%	172 42%
		b				bc	c		b		be			b
Difficulty when contacting my current provider	498 39%	144 49%	42 29%	251 41%	244 38%	394 52%	82 21%	20 16%	211 41%	118 36%	85 44%	80 37%	329 39%	165 40%
		b				bc					b			
Not knowing what to do to switch	491 39%	153 52%	38 27%	242 39%	244 38%	385 51%	87 23%	17 14%	211 41%	112 34%	89 46%	72 33%	324 38%	161 39%
		b				bc	c		b		bde			

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Did not want to have to get an engineer to install new equipment	388 31%	- -%	- -%	186 30%	199 31%	264 35% bc	95 25%	29 23%	171 33% b	86 26%	63 32%	66 31%	257 30%	129 31%
Did not want to have to install new equipment myself	351 28%	- -%	- -%	162 26%	188 29%	237 31% bc	89 23%	25 20%	154 30%	82 25%	49 25%	64 30%	236 28%	113 28%
Worried about being without the broadband service during the switch (P)	338 27%	- -%	- -%	144 23%	192 30% a	182 24%	122 32% a	34 27%	133 26%	84 25%	56 29%	65 30%	217 26%	121 29%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	289 23%	- -%	- -%	159 26% b	129 20%	203 27% bc	72 19%	14 11%	143 28% bdf	59 18%	44 23%	42 19%	202 24% b	86 21%
Worried about being without the Pay TV service during the switch (P)	261 21%	- -%	- -%	145 23% b	115 18%	193 26% bc	56 14%	12 10%	128 25% bdf	52 16%	40 21%	39 18%	180 21% b	79 19%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	251 20%	- -%	- -%	128 21%	120 19%	200 27% bc	46 12% c	5 4%	118 23% b	53 16%	41 21%	37 17%	171 20%	79 19%

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Worried about being without the mobile service during the switch (P)	236	181	55	115	119	180	38	17	90	68	36	41	158	77
	19%	62%	38%	19%	19%	24%	10%	13%	17%	20%	19%	19%	19%	19%
		b				bc								
Worried about being without the fixed line phone service during the switch (P)	228	-	-	97	130	123	71	34	97	56	33	42	153	75
	18%	-%	-%	16%	20%	16%	18%	27%	19%	17%	17%	19%	18%	18%
					a			ab						
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	214	171	44	108	105	169	32	12	92	54	35	31	146	65
	17%	58%	30%	17%	16%	22%	8%	9%	18%	16%	18%	14%	17%	16%
		b				bc								
I'm still in my handset contract period	199	151	47	101	95	171	19	8	78	50	28	38	128	67
	16%	52%	33%	16%	15%	23%	5%	6%	15%	15%	15%	18%	15%	16%
		b				bc								
Needing to unlock my handset to take it with me	195	155	40	99	95	153	33	9	76	53	30	36	128	65
	15%	53%	28%	16%	15%	20%	9%	7%	15%	16%	15%	17%	15%	16%
		b				bc								
I couldn't afford/ didn't want to pay off my handset in one lump sum	192	146	46	94	96	164	21	6	72	50	33	35	122	68
	15%	50%	32%	15%	15%	22%	5%	5%	14%	15%	17%	16%	14%	17%
		b				bc								

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - DECIDED NOT TO SWITCH													
	Total	ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Did not want to lose the email address I had from my broadband provider	185	-	-	98	86	109	55	21	85	46	32	23	130	55
	15%	-%	-%	16%	13%	15%	14%	17%	16% d	14%	17%	10%	15%	13%
ANY PROCESS FACTORS (P)	936	237	85	440	493	611	246	77	392	236	141	162	628	304
	74%	81% b	59%	71%	77% a	81% bc	64%	62%	76%	71%	73%	75%	74%	74%
NONE OF THESE	18	-	8	6	12	13	4	-	7	5	2	4	12	6
	1%	-%	5% a	1%	2%	2%	1%	-%	1%	1%	1%	2%	1%	2%
Base for stats	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Mean number of factors	16.3	19.0	11.1	16.3	16.3	19.2	12.4	11.2	16.9	15.6	16.8	15.6	16.4	16.2
		b				bc								
Standard deviation	9.75	8.41	8.24	10.16	9.35	9.65	8.59	6.94	9.62	9.66	10.13	9.86	9.65	9.99
Standard error	.27	.56	.78	.39	.36	.34	.42	.62	.41	.52	.71	.66	.32	.48

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	~c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Current provider is still the best deal/ cheapest	942	812	71	**	**	821	122	401	482
	74%	75%	69%	**	**	74%	73%	76%	73%
Current provider has the best quality of service	919	792	71	**	**	804	115	393	473
	72%	73%	70%	**	**	73%	69%	74%	72%
Prefer to stay with a trusted/ known provider	916	782	73	**	**	801	115	396	467
	72%	73%	71%	**	**	73%	69%	75%	71%
I negotiated/ accepted a deal with my current provider	913	774	69	**	**	793	120	386	479
	72%	72%	67%	**	**	72%	73%	73%	72%
There wasn't enough cost difference for it to be worth switching	861	751	57	**	**	759	102	358	447
	68%	70%	55%	**	**	69%	62%	68%	68%
		b							
Worried that the service wouldn't be as good with a new provider	828	710	59	**	**	737	91	374	409
	65%	66%	58%	**	**	67%	55%	71%	62%
						b		b	
Concern about arranging for the old and new services to start and stop at the same time (P)	716	622	54	**	**	642	74	337	329
	56%	58%	53%	**	**	58%	45%	64%	50%
						b		b	
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	695	603	52	**	**	631	64	324	327
	55%	56%	50%	**	**	57%	39%	61%	49%
						b		b	

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
It's too time consuming to go through the process of switching from one provider to another	649	572	44	**	**	583	66	297	309
	51%	53%	43%	**	**	53%	40%	56%	47%
		b				b		b	
Hassle of needing to contact more than one provider to switch	637	553	45	**	**	571	66	306	291
	50%	51%	44%	**	**	52%	40%	58%	44%
						b		b	
Didn't want to lose content (programmes, apps, photos, data) stored on my device	611	538	39	**	**	552	60	296	272
	48%	50%	38%	**	**	50%	36%	56%	41%
		b				b		b	
Worried that I might have to pay two providers at the same time (P)	609	531	40	**	**	550	59	302	270
	48%	49%	39%	**	**	50%	35%	57%	41%
		b				b		b	
Did not want to pay disconnection charges	608	528	48	**	**	553	55	302	260
	48%	49%	47%	**	**	50%	33%	57%	39%
						b		b	
Difficulty comparing what other providers were offering	594	520	38	**	**	537	56	281	275
	47%	48%	37%	**	**	49%	34%	53%	42%
		b				b		b	
Lack of choice	574	501	48	**	**	516	57	270	262
	45%	46%	47%	**	**	47%	35%	51%	40%
						b		b	

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Worried that other devices or products I own would not work with a new service	560	487	37	**	**	503	57	272	249
	44%	45%	36%	**	**	46% b	34%	51% b	38%
Didn't want to have to learn to use a new service	549	488	32	**	**	495	53	273	234
	43%	45% b	31%	**	**	45% b	32%	51% b	35%
I was still in a contract so couldn't leave/ would have to pay to leave	548	493	34	**	**	501	47	265	235
	43%	46% b	33%	**	**	45% b	29%	50% b	36%
Did not want to lose my phone number	548	474	37	**	**	482	66	266	248
	43%	44%	36%	**	**	44%	40%	50% b	37%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	524	462	37	**	**	474	50	269	217
	41%	43%	36%	**	**	43% b	30%	51% b	33%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	523	452	42	**	**	464	60	229	264
	41%	42%	40%	**	**	42%	36%	43%	40%
Difficulty cancelling my current service (P)	517	447	41	**	**	476	40	261	212
	41%	42%	40%	**	**	43% b	24%	49% b	32%

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Would take too long to research the market	515	456	30	**	**	472	43	253	222
	41%	42%	29%	**	**	43%	26%	48%	34%
		b				b		b	
Difficulty when contacting potential new providers	509	452	34	**	**	463	46	253	216
	40%	42%	33%	**	**	42%	28%	48%	33%
						b		b	
Bad experience when switching communication services previously	506	437	39	**	**	462	44	254	216
	40%	41%	38%	**	**	42%	27%	48%	33%
						b		b	
Difficulty when contacting my current provider	498	434	36	**	**	463	35	246	209
	39%	40%	35%	**	**	42%	21%	46%	32%
						b		b	
Not knowing what to do to switch	491	431	35	**	**	445	46	252	200
	39%	40%	34%	**	**	40%	28%	48%	30%
						b		b	
Did not want to have to get an engineer to install new equipment	388	337	33	**	**	349	39	169	195
	31%	31%	32%	**	**	32%	24%	32%	30%
						b			
Did not want to have to install new equipment myself	351	301	32	**	**	322	29	159	169
	28%	28%	31%	**	**	29%	18%	30%	26%
						b			

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Worried about being without the broadband service during the switch (P)	338 27%	292 27%	31 30%	** **	** **	299 27%	39 24%	150 28%	173 26%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	289 23%	257 24%	20 20%	** **	** **	264 24% b	25 15%	126 24%	146 22%
Worried about being without the Pay TV service during the switch (P)	261 21%	233 22%	18 17%	** **	** **	244 22% b	17 10%	117 22%	130 20%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	251 20%	220 20%	24 24%	** **	** **	230 21% b	21 13%	127 24% b	109 17%
Worried about being without the mobile service during the switch (P)	236 19%	209 19% b	9 9%	** **	** **	212 19%	24 15%	130 24% b	92 14%
Worried about being without the fixed line phone service during the switch (P)	228 18%	195 18%	21 21%	** **	** **	197 18%	31 19%	112 21% b	104 16%

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	214	192	5	**	**	194	21	114	81
	17%	18%	5%	**	**	18%	12%	22%	12%
		b						b	
I'm still in my handset contract period	199	174	8	**	**	178	21	104	72
	16%	16%	7%	**	**	16%	12%	20%	11%
		b						b	
Needing to unlock my handset to take it with me	195	167	13	**	**	178	17	104	74
	15%	15%	12%	**	**	16%	10%	20%	11%
						b		b	
I couldn't afford/ didn't want to pay off my handset in one lump sum	192	176	4	**	**	173	19	105	65
	15%	16%	4%	**	**	16%	12%	20%	10%
		b						b	
Did not want to lose the email address I had from my broadband provider	185	155	18	**	**	162	24	80	91
	15%	14%	18%	**	**	15%	14%	15%	14%
ANY PROCESS FACTORS (P)	936	806	74	**	**	836	101	433	445
	74%	75%	72%	**	**	76%	61%	82%	67%
						b		b	
NONE OF THESE	18	15	2	**	**	16	2	7	5
	1%	1%	2%	**	**	1%	1%	1%	1%
Base for stats	1268	1078	103	**	**	1102	166	530	662
Mean number of factors	16.3	16.7	14.4	**	**	16.8	12.9	18.3	14.5
		b				b		b	
Standard deviation	9.75	9.76	9.67	**	**	9.81	8.62	9.56	9.57
Standard error	.27	.29	.92	**	**	.29	.66	.41	.36
Columns Tested: a,b,c,d - a,b - a,b									

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Not knowing what to do to switch	777	**	**	**	**	**	**	**	**	**	**
61%	61%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	770	**	**	**	**	**	**	**	**	**	**
61%	61%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	762	**	**	**	**	**	**	**	**	**	**
60%	60%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	759	**	**	**	**	**	**	**	**	**	**
60%	60%	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	753	**	**	**	**	**	**	**	**	**	**
59%	59%	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	751	**	**	**	**	**	**	**	**	**	**
59%	59%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	744	**	**	**	**	**	**	**	**	**	**
59%	59%	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	719	**	**	**	**	**	**	**	**	**	**
57%	57%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	719	**	**	**	**	**	**	**	**	**	**
57%		**	**	**	**	**	**	**	**	**	**
Worried that other devices or products I own would not work with a new service	708	**	**	**	**	**	**	**	**	**	**
56%		**	**	**	**	**	**	**	**	**	**
Lack of choice	694	**	**	**	**	**	**	**	**	**	**
55%		**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	674	**	**	**	**	**	**	**	**	**	**
53%		**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	659	**	**	**	**	**	**	**	**	**	**
52%		**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	659	**	**	**	**	**	**	**	**	**	**
52%		**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	656	**	**	**	**	**	**	**	**	**	**
52%		**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	631	**	**	**	**	**	**	**	**	**	**
50%		**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	619	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	579	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	573	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	552	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**
Did not want to lose my phone number	487	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	479	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	442	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	440	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	413	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	407	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**
Worried about being without the fixed line phone service during the switch (P)	370	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
I negotiated/ accepted a deal with my current provider	354	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	352	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	349	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	326	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	307	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	260	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	245	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	242	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**
I'm still in my handset contract period	239	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	232	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	223	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	204	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	201	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	93	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Not knowing what to do to switch	777	**	**	**	**	**	**	**	**	777	531	246	524	252	383	147
	61%	**	**	**	**	**	**	**	**	61%	64%	56%	57%	71%	62%	70%
											c			a		a
Difficulty when contacting my current provider	770	**	**	**	**	**	**	**	**	770	519	251	517	253	367	152
	61%	**	**	**	**	**	**	**	**	61%	62%	57%	57%	71%	59%	72%
														a		a
Bad experience when switching communication services previously	762	**	**	**	**	**	**	**	**	762	517	245	517	245	376	141
	60%	**	**	**	**	**	**	**	**	60%	62%	56%	57%	69%	61%	67%
											c			a		
Difficulty when contacting potential new providers	759	**	**	**	**	**	**	**	**	759	498	260	511	247	357	141
	60%	**	**	**	**	**	**	**	**	60%	60%	60%	56%	70%	58%	67%
														a		a
Would take too long to research the market	753	**	**	**	**	**	**	**	**	753	517	236	503	250	367	150
	59%	**	**	**	**	**	**	**	**	59%	62%	54%	55%	71%	59%	71%
											c			a		a
Difficulty cancelling my current service (P)	751	**	**	**	**	**	**	**	**	751	503	248	502	249	360	144
	59%	**	**	**	**	**	**	**	**	59%	61%	57%	55%	70%	58%	68%
														a		a
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	744	**	**	**	**	**	**	**	**	744	499	245	498	246	354	144
	59%	**	**	**	**	**	**	**	**	59%	60%	56%	55%	69%	57%	69%
														a		a

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
I was still in a contract so couldn't leave/ would have to pay to leave	719	**	**	**	**	**	**	**	**	719	490	230	481	238	351	139
	57%	**	**	**	**	**	**	**	**	57%	59%	52%	53%	67%	57%	66%
											c			a		a
Didn't want to have to learn to use a new service	719	**	**	**	**	**	**	**	**	719	483	236	474	245	341	142
	57%	**	**	**	**	**	**	**	**	57%	58%	54%	52%	69%	55%	67%
														a		a
Worried that other devices or products I own would not work with a new service	708	**	**	**	**	**	**	**	**	708	463	245	459	249	327	136
	56%	**	**	**	**	**	**	**	**	56%	56%	56%	50%	70%	53%	64%
														a		a
Lack of choice	694	**	**	**	**	**	**	**	**	694	449	245	465	229	321	128
	55%	**	**	**	**	**	**	**	**	55%	54%	56%	51%	64%	52%	61%
														a		a
Difficulty comparing what other providers were offering	674	**	**	**	**	**	**	**	**	674	443	231	456	218	320	123
	53%	**	**	**	**	**	**	**	**	53%	53%	53%	50%	62%	52%	58%
														a		
Did not want to pay disconnection charges	659	**	**	**	**	**	**	**	**	659	436	223	444	215	313	123
	52%	**	**	**	**	**	**	**	**	52%	53%	51%	49%	61%	51%	58%
														a		a
Worried that I might have to pay two providers at the same time (P)	659	**	**	**	**	**	**	**	**	659	446	213	438	221	320	126
	52%	**	**	**	**	**	**	**	**	52%	54%	49%	48%	62%	52%	60%
														a		a

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
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Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Didn't want to lose content (programmes, apps, photos, data) stored on my device	656	**	**	**	**	**	**	**	**	656	459	198	414	243	311	148
	52%	**	**	**	**	**	**	**	**	52%	55%	45%	45%	68%	50%	70%
										c	c			a		a
Hassle of needing to contact more than one provider to switch	631	**	**	**	**	**	**	**	**	631	433	198	409	222	301	132
	50%	**	**	**	**	**	**	**	**	50%	52%	45%	45%	63%	49%	63%
											c			a		a
It's too time consuming to go through the process of switching from one provider to another	619	**	**	**	**	**	**	**	**	619	425	194	415	204	303	122
	49%	**	**	**	**	**	**	**	**	49%	51%	44%	45%	57%	49%	58%
											c			a		a
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	579	**	**	**	**	**	**	**	**	579	579	-	408	171	408	171
	46%	**	**	**	**	**	**	**	**	46%	70%	-%	45%	48%	66%	81%
										c	ac					a
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	573	**	**	**	**	**	**	**	**	573	378	195	371	202	262	116
	45%	**	**	**	**	**	**	**	**	45%	46%	45%	41%	57%	42%	55%
														a		a
Concern about arranging for the old and new services to start and stop at the same time (P)	552	**	**	**	**	**	**	**	**	552	365	187	362	190	263	102
	44%	**	**	**	**	**	**	**	**	44%	44%	43%	40%	54%	42%	48%
														a		

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Did not want to lose my phone number	487	**	**	**	**	**	**	**	**	487	345	142	315	172	241	104
	38%	**	**	**	**	**	**	**	**	38%	42%	33%	35%	48%	39%	49%
										c	c			a		a
Did not want to have to install new equipment myself	479	**	**	**	**	**	**	**	**	479	479	-	332	148	332	148
	38%	**	**	**	**	**	**	**	**	38%	58%	-%	36%	42%	54%	70%
										c	ac					a
Did not want to have to get an engineer to install new equipment	442	**	**	**	**	**	**	**	**	442	442	-	306	137	306	137
	35%	**	**	**	**	**	**	**	**	35%	53%	-%	33%	39%	49%	65%
										c	ac					a
Worried that the service wouldn't be as good with a new provider	440	**	**	**	**	**	**	**	**	440	291	149	272	168	191	100
	35%	**	**	**	**	**	**	**	**	35%	35%	34%	30%	47%	31%	47%
														a		a
Did not want to lose the email address I had from my broadband provider	413	**	**	**	**	**	**	**	**	413	413	-	290	123	290	123
	33%	**	**	**	**	**	**	**	**	33%	50%	-%	32%	35%	47%	58%
										c	ac					a
There wasn't enough cost difference for it to be worth switching	407	**	**	**	**	**	**	**	**	407	260	148	242	165	161	98
	32%	**	**	**	**	**	**	**	**	32%	31%	34%	27%	47%	26%	47%
														a		a

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Worried about being without the fixed line phone service during the switch (P)	370	**	**	**	**	**	**	**	**	370	370	-	266	104	266	104
	29%	**	**	**	**	**	**	**	**	29%	45%	-%	29%	29%	43%	50%
										c	ac					
I negotiated/ accepted a deal with my current provider	354	**	**	**	**	**	**	**	**	354	211	144	-	354	-	211
	28%	**	**	**	**	**	**	**	**	28%	25%	33%	-%	100%	-%	100%
												b		a		a
Prefer to stay with a trusted/ known provider	352	**	**	**	**	**	**	**	**	352	232	119	199	153	135	98
	28%	**	**	**	**	**	**	**	**	28%	28%	27%	22%	43%	22%	46%
														a		a
Current provider has the best quality of service	349	**	**	**	**	**	**	**	**	349	233	115	191	157	137	96
	28%	**	**	**	**	**	**	**	**	28%	28%	26%	21%	44%	22%	45%
														a		a
Current provider is still the best deal/ cheapest	326	**	**	**	**	**	**	**	**	326	215	110	178	147	122	94
	26%	**	**	**	**	**	**	**	**	26%	26%	25%	19%	42%	20%	44%
														a		a
Didn't want to pay the initial connection/ start-up fees/ equipment costs	307	**	**	**	**	**	**	**	**	307	307	-	209	98	209	98
	24%	**	**	**	**	**	**	**	**	24%	37%	-%	23%	28%	34%	46%
										c	ac					a

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Worried about being without the broadband service during the switch (P)	260	**	**	**	**	**	**	**	**	260	260	-	178	82	178	82
	21%	**	**	**	**	**	**	**	**	21%	31%	-%	19%	23%	29%	39%
										c	ac					a
I couldn't afford/ didn't want to pay off my handset in one lump sum	245	**	**	**	**	**	**	**	**	245	-	245	148	98	-	-
	19%	**	**	**	**	**	**	**	**	19%	-%	56%	16%	28%	-%	-%
										b		ab		a		
Needing to unlock my handset to take it with me	242	**	**	**	**	**	**	**	**	242	-	242	139	104	-	-
	19%	**	**	**	**	**	**	**	**	19%	-%	55%	15%	29%	-%	-%
										b		ab		a		
I'm still in my handset contract period	239	**	**	**	**	**	**	**	**	239	-	239	142	96	-	-
	19%	**	**	**	**	**	**	**	**	19%	-%	55%	16%	27%	-%	-%
										b		ab		a		
Worried about being without the Pay TV service during the switch (P)	232	**	**	**	**	**	**	**	**	232	232	-	174	57	174	57
	18%	**	**	**	**	**	**	**	**	18%	28%	-%	19%	16%	28%	27%
										c	ac					
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	223	**	**	**	**	**	**	**	**	223	-	223	123	100	-	-
	18%	**	**	**	**	**	**	**	**	18%	-%	51%	13%	28%	-%	-%
										b		ab		a		

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	204	**	**	**	**	**	**	**	**	204	204	-	144	60	144	60
	16%	**	**	**	**	**	**	**	**	16%	25%	-%	16%	17%	23%	28%
										c	ac					
Worried about being without the mobile service during the switch (P)	201	**	**	**	**	**	**	**	**	201	-	201	113	89	-	-
	16%	**	**	**	**	**	**	**	**	16%	-%	46%	12%	25%	-%	-%
										b		ab		a		
NONE OF THESE	93	**	**	**	**	**	**	**	**	93	77	15	93	-	77	-
	7%	**	**	**	**	**	**	**	**	7%	9%	4%	10%	-%	12%	-%
										c	c		b		b	

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Not knowing what to do to switch	777	141	105	376	400	368	299	108	306	221	105	144	527	249
	61%	48%	73%	61%	62%	49%	77%	86%	59%	66%	54%	67%	62%	61%
			a				a	ab		ac		c	c	
Difficulty when contacting my current provider	770	150	101	367	399	359	304	105	307	215	108	136	522	245
	61%	51%	71%	59%	62%	48%	79%	84%	59%	64%	56%	63%	61%	60%
			a				a	a		c				
Bad experience when switching communication services previously	762	141	104	362	397	358	294	107	303	218	103	135	521	238
	60%	48%	72%	59%	62%	48%	76%	85%	58%	65%	53%	62%	61%	58%
			a				a	ab		acf			c	
Difficulty when contacting potential new providers	759	154	106	365	391	365	289	101	303	200	113	138	503	250
	60%	52%	74%	59%	61%	48%	75%	80%	59%	60%	58%	64%	59%	61%
			a				a	a						
Would take too long to research the market	753	136	100	360	389	365	285	99	291	217	114	127	508	241
	59%	46%	70%	58%	60%	48%	74%	79%	56%	65%	59%	59%	60%	59%
			a				a	a		a				
Difficulty cancelling my current service (P)	751	142	105	362	387	345	296	107	303	208	103	132	511	235
	59%	48%	73%	59%	60%	46%	77%	85%	59%	63%	53%	61%	60%	57%
			a				a	ab		c				
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	744	144	101	355	387	352	284	105	300	203	105	135	502	240
	59%	49%	71%	57%	60%	47%	74%	84%	58%	61%	54%	62%	59%	58%
			a				a	ab						

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
I was still in a contract so couldn't leave/ would have to pay to leave	719 57%	131 45%	99 69% a	346 56%	372 58%	333 44%	280 73% a	103 83% ab	299 58%	190 57%	104 54%	122 56%	489 58%	226 55%
Didn't want to have to learn to use a new service	719 57%	133 45%	103 71% a	353 57%	364 57%	357 47%	274 71% a	86 68% a	285 55%	196 59%	107 55%	127 59%	481 57%	234 57%
Worried that other devices or products I own would not work with a new service	708 56%	132 45%	113 79% a	341 55%	365 57%	346 46%	271 70% a	88 70% a	275 53%	185 56%	105 54%	139 64% abce	461 54%	244 59% a
Lack of choice	694 55%	145 49%	100 70% a	327 53%	365 57%	328 44%	268 70% a	95 76% a	273 53%	182 55%	107 55%	128 59%	454 53%	236 58%
Difficulty comparing what other providers were offering	674 53%	136 46%	95 66% a	333 54%	339 53%	320 42%	260 67% a	90 72% a	271 52%	173 52%	112 58%	117 54%	443 52%	230 56%
Did not want to pay disconnection charges	659 52%	131 45%	92 64% a	316 51%	342 53%	313 42%	253 66% a	91 72% a	270 52%	186 56% cf	90 46%	110 51%	456 54%	199 49%
Worried that I might have to pay two providers at the same time (P)	659 52%	118 40%	95 66% a	322 52%	335 52%	313 42%	253 66% a	89 71% a	261 50%	178 54%	97 50%	117 54%	440 52%	214 52%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Didn't want to lose content (programmes, apps, photos, data) stored on my device	656	103	95	322	332	306	267	81	252	185	96	120	437	216
	52%	35%	66%	52%	52%	41%	69%	65%	49%	56%	50%	56%	51%	53%
			a				a	a		a				
Hassle of needing to contact more than one provider to switch	631	108	90	319	311	294	249	84	247	176	99	107	424	205
	50%	37%	63%	52%	48%	39%	65%	67%	48%	53%	51%	49%	50%	50%
			a				a	a						
It's too time consuming to go through the process of switching from one provider to another	619	112	82	304	311	283	241	91	230	173	98	116	402	214
	49%	38%	57%	49%	48%	38%	62%	73%	44%	52%	51%	53%	47%	52%
			a				a	ab		a		a		a
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	579	-	-	283	295	253	250	76	232	152	88	107	383	195
	46%	-%	-%	46%	46%	34%	65%	61%	45%	46%	45%	50%	45%	48%
							a	a						
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	573	109	86	274	297	265	225	80	213	160	91	106	373	197
	45%	37%	60%	44%	46%	35%	58%	64%	41%	48%	47%	49%	44%	48%
			a				a	a		a		a		a
Concern about arranging for the old and new services to start and stop at the same time (P)	552	99	89	276	274	273	210	67	203	163	88	96	366	183
	44%	34%	62%	45%	43%	36%	54%	53%	39%	49%	45%	44%	43%	45%
			a				a	a		a				

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Did not want to lose my phone number	487	74	68	238	248	243	190	52	192	126	77	88	318	165
	38%	25%	47%	38%	39%	32%	49%	41%	37%	38%	40%	41%	37%	40%
			a				a	a						
Did not want to have to install new equipment myself	479	-	-	249	228	216	207	56	195	123	80	80	318	161
	38%	-%	-%	40%	35%	29%	54%	45%	38%	37%	42%	37%	37%	39%
							a	a						
Did not want to have to get an engineer to install new equipment	442	-	-	226	216	188	201	53	179	119	67	78	297	145
	35%	-%	-%	37%	34%	25%	52%	42%	35%	36%	34%	36%	35%	35%
							ac	a						
Worried that the service wouldn't be as good with a new provider	440	81	68	229	209	216	163	57	160	127	63	87	287	150
	35%	28%	47%	37%	32%	29%	42%	45%	31%	38%	33%	40%	34%	37%
			a				a	a		a		a		
Did not want to lose the email address I had from my broadband provider	413	-	-	181	232	177	190	46	154	109	62	88	263	150
	33%	-%	-%	29%	36%	23%	49%	37%	30%	33%	32%	41%	31%	37%
					a		ac	a				ae		ae
There wasn't enough cost difference for it to be worth switching	407	81	67	197	209	197	155	53	149	114	69	74	263	143
	32%	28%	46%	32%	32%	26%	40%	43%	29%	34%	35%	34%	31%	35%
			a				a	a						a
Worried about being without the fixed line phone service during the switch (P)	370	-	-	182	187	163	174	34	141	99	62	69	240	130
	29%	-%	-%	29%	29%	22%	45%	27%	27%	30%	32%	32%	28%	32%
							ac							

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
I negotiated/ accepted a deal with my current provider	354	-	144	177	174	195	117	41	141	89	55	66	231	121
	28%	-%	100%	29%	27%	26%	30%	33%	27%	27%	29%	30%	27%	29%
			a											
Prefer to stay with a trusted/ known provider	352	64	55	180	169	190	124	35	144	86	53	67	230	120
	28%	22%	38%	29%	26%	25%	32%	28%	28%	26%	28%	31%	27%	29%
			a				a							
Current provider has the best quality of service	349	54	62	177	170	168	128	50	151	86	45	65	238	110
	28%	18%	43%	29%	26%	22%	33%	40%	29%	26%	23%	30%	28%	27%
			a				a	a						
Current provider is still the best deal/ cheapest	326	56	54	171	154	166	118	40	136	87	42	59	223	101
	26%	19%	38%	28%	24%	22%	31%	32%	26%	26%	22%	27%	26%	25%
			a				a	a						
Didn't want to pay the initial connection/ start-up fees/ equipment costs	307	-	-	178	128	132	133	42	137	74	40	56	211	95
	24%	-%	-%	29%	20%	18%	35%	33%	26%	22%	21%	26%	25%	23%
				b			a	a						
Worried about being without the broadband service during the switch (P)	260	-	-	136	125	104	122	34	105	72	39	45	176	84
	21%	-%	-%	22%	19%	14%	32%	27%	20%	21%	20%	21%	21%	20%
							a	a						
I couldn't afford/ didn't want to pay off my handset in one lump sum	245	148	98	113	132	136	69	37	96	78	31	37	174	68
	19%	50%	68%	18%	21%	18%	18%	30%	19%	24%	16%	17%	21%	17%
			a					ab		cf				

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Needing to unlock my handset to take it with me	242	139	104	108	133	148	56	35	92	76	35	36	168	71
	19%	47%	72%	17%	21%	20%	15%	28%	18%	23%	18%	17%	20%	17%
			a			b		ab						
I'm still in my handset contract period	239	142	96	105	133	130	71	36	90	78	36	33	168	69
	19%	48%	67%	17%	21%	17%	18%	29%	17%	24%	19%	15%	20%	17%
			a					ab		adf				
Worried about being without the Pay TV service during the switch (P)	232	-	-	116	114	114	102	17	98	66	37	31	164	68
	18%	-%	-%	19%	18%	15%	26%	13%	19%	20%	19%	14%	19%	17%
							ac							
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	223	123	100	99	123	131	58	32	76	74	30	41	150	71
	18%	42%	70%	16%	19%	17%	15%	26%	15%	22%	15%	19%	18%	17%
			a					ab		ac				
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	204	-	-	103	100	104	86	14	83	59	33	28	142	61
	16%	-%	-%	17%	16%	14%	22%	12%	16%	18%	17%	13%	17%	15%
							ac							
Worried about being without the mobile service during the switch (P)	201	113	89	91	109	121	51	27	78	60	28	31	139	59
	16%	38%	62%	15%	17%	16%	13%	22%	15%	18%	15%	14%	16%	14%
			a					b						

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
NONE OF THESE	93	15	-	55	38	82	10	1	38	18	18	18	56	36
	7%	5%	-%	9%	6%	11%	3%	1%	7%	5%	9%	8%	7%	9%
		b		b		bc								

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Not knowing what to do to switch	777	646	67	**	**	658	119	278	462
	61%	60%	66%	**	**	60%	72% a	52%	70% a
Difficulty when contacting my current provider	770	643	67	**	**	640	131	284	452
	61%	60%	65%	**	**	58%	79% a	54%	68% a
Bad experience when switching communication services previously	762	641	64	**	**	640	121	276	445
	60%	59%	62%	**	**	58%	73% a	52%	67% a
Difficulty when contacting potential new providers	759	626	69	**	**	639	120	277	445
	60%	58%	67%	**	**	58%	72% a	52%	67% a
Would take too long to research the market	753	622	73	**	**	631	122	277	440
	59%	58%	71% a	**	**	57%	74% a	52%	66% a
Difficulty cancelling my current service (P)	751	630	62	**	**	626	125	269	449
	59%	58%	60%	**	**	57%	76% a	51%	68% a
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	744	615	66	**	**	628	116	261	444
	59%	57%	64%	**	**	57%	70% a	49%	67% a

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
I was still in a contract so couldn't leave/ would have to pay to leave	719	585	69	**	**	601	118	265	426
	57%	54%	67%	**	**	55%	71%	50%	64%
			a				a		a
Didn't want to have to learn to use a new service	719	589	71	**	**	607	112	258	427
	57%	55%	69%	**	**	55%	68%	49%	65%
			a				a		a
Worried that other devices or products I own would not work with a new service	708	590	66	**	**	599	109	258	413
	56%	55%	64%	**	**	54%	66%	49%	62%
							a		a
Lack of choice	694	577	55	**	**	586	108	260	400
	55%	54%	53%	**	**	53%	65%	49%	60%
							a		a
Difficulty comparing what other providers were offering	674	557	65	**	**	565	109	249	386
	53%	52%	63%	**	**	51%	66%	47%	58%
			a				a		a
Did not want to pay disconnection charges	659	550	55	**	**	549	110	228	401
	52%	51%	53%	**	**	50%	67%	43%	61%
							a		a
Worried that I might have to pay two providers at the same time (P)	659	546	63	**	**	552	107	228	391
	52%	51%	61%	**	**	50%	65%	43%	59%
			a				a		a

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Didn't want to lose content (programmes, apps, photos, data) stored on my device	656	539	64	**	**	551	106	234	390
	52%	50%	62% a	**	**	50%	64% a	44%	59% a
Hassle of needing to contact more than one provider to switch	631	525	57	**	**	532	99	224	370
	50%	49%	56%	**	**	48%	60% a	42%	56% a
It's too time consuming to go through the process of switching from one provider to another	619	505	58	**	**	519	100	233	352
	49%	47%	57% a	**	**	47%	60% a	44%	53% a
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	579	480	54	**	**	488	91	202	349
	46%	45%	53%	**	**	44%	55% a	38%	53% a
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	573	474	51	**	**	471	102	206	334
	45%	44%	50%	**	**	43%	61% a	39%	51% a
Concern about arranging for the old and new services to start and stop at the same time (P)	552	455	49	**	**	461	91	193	333
	44%	42%	47%	**	**	42%	55% a	36%	50% a

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Did not want to lose my phone number	487	406	47	**	**	416	71	171	291
	38%	38%	46%	**	**	38%	43%	32%	44%
									a
Did not want to have to install new equipment myself	479	400	46	**	**	395	84	170	290
	38%	37%	45%	**	**	36%	51%	32%	44%
							a		a
Did not want to have to get an engineer to install new equipment	442	363	45	**	**	368	74	160	264
	35%	34%	44%	**	**	33%	45%	30%	40%
			a				a		a
Worried that the service wouldn't be as good with a new provider	440	368	44	**	**	366	75	156	252
	35%	34%	42%	**	**	33%	45%	29%	38%
							a		a
Did not want to lose the email address I had from my broadband provider	413	347	41	**	**	352	61	155	245
	33%	32%	40%	**	**	32%	37%	29%	37%
									a
There wasn't enough cost difference for it to be worth switching	407	326	46	**	**	344	64	172	214
	32%	30%	45%	**	**	31%	38%	32%	32%
			a						
Worried about being without the fixed line phone service during the switch (P)	370	308	38	**	**	317	54	123	232
	29%	29%	37%	**	**	29%	32%	23%	35%
									a

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
I negotiated/ accepted a deal with my current provider	354	304	34	**	**	309	45	144	183
	28%	28%	33%	**	**	28%	27%	27%	28%
Prefer to stay with a trusted/ known provider	352	296	30	**	**	301	51	135	194
	28%	27%	29%	**	**	27%	31%	25%	29%
Current provider has the best quality of service	349	286	31	**	**	298	51	138	188
	28%	27%	30%	**	**	27%	31%	26%	28%
Current provider is still the best deal/ cheapest	326	266	32	**	**	282	44	129	179
	26%	25%	31%	**	**	26%	27%	24%	27%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	307	248	37	**	**	254	53	99	195
	24%	23%	36%	**	**	23%	32%	19%	29%
			a				a		a
Worried about being without the broadband service during the switch (P)	260	211	28	**	**	215	46	84	163
	21%	20%	28%	**	**	19%	28%	16%	25%
			a				a		a
I couldn't afford/ didn't want to pay off my handset in one lump sum	245	201	21	**	**	212	33	96	137
	19%	19%	20%	**	**	19%	20%	18%	21%
Needing to unlock my handset to take it with me	242	210	12	**	**	207	36	98	128
	19%	20%	11%	**	**	19%	22%	18%	19%
		b							

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
I'm still in my handset contract period	239	203	17	**	**	207	32	98	131
	19%	19%	16%	**	**	19%	19%	18%	20%
Worried about being without the Pay TV service during the switch (P)	232	195	21	**	**	199	33	78	142
	18%	18%	21%	**	**	18%	20%	15%	21%
									a
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	223	185	19	**	**	191	32	87	122
	18%	17%	19%	**	**	17%	19%	16%	18%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	204	171	19	**	**	179	25	69	125
	16%	16%	18%	**	**	16%	15%	13%	19%
									a
Worried about being without the mobile service during the switch (P)	201	168	15	**	**	173	28	72	110
	16%	16%	15%	**	**	16%	17%	14%	17%
NONE OF THESE	93	83	7	**	**	87	6	42	43
	7%	8%	6%	**	**	8%	3%	8%	7%
						b			

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Base	1268	-	-	-	-	-	-	-	-	-	-
Lack of choice	248	**	**	**	**	**	**	**	**	**	**
20%		**	**	**	**	**	**	**	**	**	**
Base	830	-	-	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	111	**	**	**	**	**	**	**	**	**	**
13%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Not knowing what to do to switch	207	**	**	**	**	**	**	**	**	**	**
16%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	449	**	**	**	**	**	**	**	**	**	**
35%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	589	**	**	**	**	**	**	**	**	**	**
46%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service	495	**	**	**	**	**	**	**	**	**	**
39%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	613	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Would take too long to research the market	204	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	226	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
I'm still in my handset contract period	99	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	96	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	404	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	90	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	95	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch (P)	168	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Base	493	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	110	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time (P)	279	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Base	1036	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	299	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
Base	830	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	260	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	100	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	73	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	212	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**
Base	493	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	135	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	290	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	248	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time (P)	303	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Base	830	-	-	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	138	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**
Base	830	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	144	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	276	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	272	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	197	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	196	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	471	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Base	1268	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	301	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	231	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	234	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	271	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	212	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	286	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Base	598	-	-	-	-	-	-	-	-	-	-
Did not want to lose the email address I had from my broadband provider	83	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Lack of choice	248	**	**	**	**	**	**	**	**	248	173	74	187	60	128	45
	20%	**	**	**	**	**	**	**	**	20%	21%	17%	21%	17%	21%	21%
Base	830	-	-	-	-	-	-	-	-	830	830	-	620	211	620	211
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	111	**	**	**	**	**	**	**	**	111	111	**	97	14	97	14
	13%	**	**	**	**	**	**	**	**	13%	13%	**	16% b	7%	16% b	7%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Not knowing what to do to switch	207	**	**	**	**	**	**	**	**	207	120	87	175	32	106	14
	16%	**	**	**	**	**	**	**	**	16%	14%	20% b	19% b	9%	17% b	7%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
There wasn't enough cost difference for it to be worth switching	449	**	**	**	**	**	**	**	**	449	297	153	339	110	234	63
	35%	**	**	**	**	**	**	**	**	35%	36%	35%	37% b	31%	38% b	30%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Current provider is still the best deal/cheapest	589	**	**	**	**	**	**	**	**	589	383	207	456	133	308	75
	46%	**	**	**	**	**	**	**	**	46%	46%	47%	50% b	37%	50% b	36%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Current provider has the best quality of service	495	**	**	**	**	**	**	**	**	495	318	177	400	96	262	56
	39%	**	**	**	**	**	**	**	**	39%	38%	40%	44% b	27%	42% b	27%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
I negotiated/ accepted a deal with my current provider	613	**	**	**	**	**	**	**	**	613	440	173	613	-	440	-
	48%	**	**	**	**	**	**	**	**	48%	53% c	40% ac	67% b	-%	71% b	-%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Would take too long to research the market	204	**	**	**	**	**	**	**	**	204	120	85	170	34	104	16
	16%	**	**	**	**	**	**	**	**	16%	14%	19% b	19% b	10%	17% b	8%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty comparing what other providers were offering	226	**	**	**	**	**	**	**	**	226	149	77	170	56	111	39
	18%	**	**	**	**	**	**	**	**	18%	18%	18%	19%	16%	18%	18%
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-
I'm still in my handset contract period	99	**	**	**	**	**	**	**	**	99	**	99	65	33	**	**
	23%	**	**	**	**	**	**	**	**	23%	**	23%	22%	23%	**	**
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	96	**	**	**	**	**	**	**	**	96	**	96	67	30	**	**
	22%	**	**	**	**	**	**	**	**	22%	**	22%	23%	21%	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Worried that the service wouldn't be as good with a new provider	404	**	**	**	**	**	**	**	**	404	265	139	317	87	213	52
	32%	**	**	**	**	**	**	**	**	32%	32%	32%	35% b	25%	34% b	25%
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-
Worried about being without the mobile service during the switch (P)	90	**	**	**	**	**	**	**	**	90	**	90	63	27	**	**
	21%	**	**	**	**	**	**	**	**	21%	**	21%	21%	19%	**	**
Base	598	-	-	-	-	-	-	-	-	598	598	-	434	164	434	164
Worried about being without the fixed line phone service during the switch (P)	95	**	**	**	**	**	**	**	**	95	95	**	70	25	70	25
	16%	**	**	**	**	**	**	**	**	16%	16%	**	16%	15%	16%	15%
Base	598	-	-	-	-	-	-	-	-	598	598	-	434	164	434	164
Worried about being without the broadband service during the switch (P)	168	**	**	**	**	**	**	**	**	168	168	**	119	48	119	48
	28%	**	**	**	**	**	**	**	**	28%	28%	**	28%	29%	28%	29%
Base	493	-	-	-	-	-	-	-	-	493	493	-	392	101	392	101
Worried about being without the Pay TV service during the switch (P)	110	**	**	**	**	**	**	**	**	110	110	**	98	12	98	12
	22%	**	**	**	**	**	**	**	**	22%	22%	**	25% b	12%	25% b	12%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Worried that I might have to pay two providers at the same time (P)	279	**	**	**	**	**	**	**	**	279	172	108	228	51	140	32
	22%	**	**	**	**	**	**	**	**	22%	21%	25%	25% b	14%	23% b	15%
Base	1036	-	-	-	-	-	-	-	-	1036	598	438	728	308	434	164
Did not want to lose my phone number	299	**	**	**	**	**	**	**	**	299	127	172	222	77	92	35
	29%	**	**	**	**	**	**	**	**	29%	21%	39% ab	30%	25%	21%	21%
Base	830	-	-	-	-	-	-	-	-	830	830	-	620	211	620	211
Didn't want to pay the initial connection/ start-up fees/ equipment costs	260	**	**	**	**	**	**	**	**	260	260	**	206	54	206	54
	31%	**	**	**	**	**	**	**	**	31%	31%	**	33% b	26%	33% b	26%
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	100	**	**	**	**	**	**	**	**	100	**	100	83	17	**	**
	23%	**	**	**	**	**	**	**	**	23%	**	23%	28% b	12%	**	**
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-
Needing to unlock my handset to take it with me	73	**	**	**	**	**	**	**	**	73	**	73	59	14	**	**
	17%	**	**	**	**	**	**	**	**	17%	**	17%	20% b	10%	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Didn't want to have to learn to use a new service	212	**	**	**	**	**	**	**	**	212	126	86	174	38	107	19
	17%	**	**	**	**	**	**	**	**	17%	15%	20%	19% b	11%	17% b	9%
Base	493	-	-	-	-	-	-	-	-	493	493	-	392	101	392	101
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	135	**	**	**	**	**	**	**	**	135	135	**	125	10	125	10
	27%	**	**	**	**	**	**	**	**	27%	27%	**	32% b	10%	32% b	10%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Didn't want to lose content (programmes, apps, photos, data) stored on my device	290	**	**	**	**	**	**	**	**	290	172	118	236	54	145	27
	23%	**	**	**	**	**	**	**	**	23%	21%	27% b	26% b	15%	23% b	13%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Worried that other devices or products I own would not work with a new service	248	**	**	**	**	**	**	**	**	248	149	99	211	36	129	20
	20%	**	**	**	**	**	**	**	**	20%	18%	23%	23% b	10%	21% b	9%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Concern about arranging for the old and new services to start and stop at the same time (P)	303	**	**	**	**	**	**	**	**	303	192	112	236	67	149	43
	24%	**	**	**	**	**	**	**	**	24%	23%	26%	26% b	19%	24%	20%
Base	830	-	-	-	-	-	-	-	-	830	830	-	620	211	620	211
Did not want to have to install new equipment myself	138	**	**	**	**	**	**	**	**	138	138	**	117	21	117	21
	17%	**	**	**	**	**	**	**	**	17%	17%	**	19% b	10%	19% b	10%
Base	830	-	-	-	-	-	-	-	-	830	830	-	620	211	620	211
Did not want to have to get an engineer to install new equipment	144	**	**	**	**	**	**	**	**	144	144	**	116	28	116	28
	17%	**	**	**	**	**	**	**	**	17%	17%	**	19% b	13%	19% b	13%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
It's too time consuming to go through the process of switching from one provider to another	276	**	**	**	**	**	**	**	**	276	175	101	214	63	138	37
	22%	**	**	**	**	**	**	**	**	22%	21%	23%	23% b	18%	22%	17%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
I was still in a contract so couldn't leave/ would have to pay to leave	272	**	**	**	**	**	**	**	**	272	172	100	204	68	131	41
	21%	**	**	**	**	**	**	**	**	21%	21%	23%	22%	19%	21%	20%

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty when contacting my current provider	197	**	**	**	**	**	**	**	**	197	125	72	148	49	98	27
	16%	**	**	**	**	**	**	**	**	16%	15%	16%	16%	14%	16%	13%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty when contacting potential new providers	196	**	**	**	**	**	**	**	**	196	132	64	157	40	103	29
	15%	**	**	**	**	**	**	**	**	15%	16%	15%	17% b	11%	17%	14%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Prefer to stay with a trusted/ known provider	471	**	**	**	**	**	**	**	**	471	305	166	363	108	242	63
	37%	**	**	**	**	**	**	**	**	37%	37%	38%	40% b	30%	39% b	30%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	301	**	**	**	**	**	**	**	**	301	195	106	246	56	156	39
	24%	**	**	**	**	**	**	**	**	24%	23%	24%	27% b	16%	25% b	18%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Bad experience when switching communication services previously	231	**	**	**	**	**	**	**	**	231	143	87	180	51	112	31
	18%	**	**	**	**	**	**	**	**	18%	17%	20%	20% b	14%	18%	15%

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	234	**	**	**	**	**	**	**	**	234	147	87	184	51	120	27
	18%	**	**	**	**	**	**	**	**	18%	18%	20%	20% b	14%	19% b	13%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Hassle of needing to contact more than one provider to switch	271	**	**	**	**	**	**	**	**	271	154	117	215	56	124	30
	21%	**	**	**	**	**	**	**	**	21%	19%	27% ab	24% b	16%	20%	14%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty cancelling my current service (P)	212	**	**	**	**	**	**	**	**	212	127	85	163	48	98	29
	17%	**	**	**	**	**	**	**	**	17%	15%	19%	18%	14%	16%	14%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Did not want to pay disconnection charges	286	**	**	**	**	**	**	**	**	286	175	110	220	65	138	37
	23%	**	**	**	**	**	**	**	**	23%	21%	25%	24% b	18%	22%	18%
Base	598	-	-	-	-	-	-	-	-	598	598	-	434	164	434	164
Did not want to lose the email address I had from my broadband provider	83	**	**	**	**	**	**	**	**	83	83	**	65	17	65	17
	14%	**	**	**	**	**	**	**	**	14%	14%	**	15%	11%	15%	11%

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Lack of choice	248	59	15	129	116	185	49	12	111	53	42	39	164	80
	20%	20%	11%	21%	18%	25%	13%	10%	21%	16%	22%	18%	19%	20%
		b				bc			b					
Base	830	-	-	412	415	453	296	82	349	205	130	144	554	274
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	111	**	**	57	54	86	23	**	49	23	20	19	72	39
	13%	**	**	14%	13%	19%	8%	**	14%	11%	16%	13%	13%	14%
						b								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Not knowing what to do to switch	207	69	18	104	101	172	29	7	86	47	40	34	133	74
	16%	24%	13%	17%	16%	23%	7%	5%	17%	14%	21%	16%	16%	18%
		b				bc					b			
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
There wasn't enough cost difference for it to be worth switching	449	105	47	215	232	293	111	45	191	119	64	71	310	136
	35%	36%	33%	35%	36%	39%	29%	36%	37%	36%	33%	33%	36%	33%
						b								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Current provider is still the best deal/ cheapest	589	149	58	271	316	340	183	67	238	150	95	104	388	199
	46%	51%	40%	44%	49%	45%	47%	53%	46%	45%	49%	48%	46%	49%
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Current provider has the best quality of service	495	137	40	228	265	300	146	48	191	131	71	98	322	170
	39%	47%	28%	37%	41%	40%	38%	38%	37%	39%	37%	45%	38%	41%
		b										ae		

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
I negotiated/ accepted a deal with my current provider	613	173	-	288	324	322	213	75	246	174	92	100	420	192
	48%	59%	-%	47%	50%	43%	55%	60%	47%	52%	48%	46%	49%	47%
		b					a	a						
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Would take too long to research the market	204	67	18	109	95	168	32	5	90	49	32	32	140	65
	16%	23%	13%	18%	15%	22%	8%	4%	17%	15%	17%	15%	16%	16%
		b				bc								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty comparing what other providers were offering	226	59	18	110	113	170	44	12	94	59	37	34	153	71
	18%	20%	13%	18%	18%	23%	11%	10%	18%	18%	19%	16%	18%	17%
						bc								
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
I'm still in my handset contract period	99	65	33	51	46	78	**	**	36	26	**	**	62	37
	23%	22%	23%	25%	20%	26%	**	**	21%	20%	**	**	21%	27%
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
I couldn't afford/ didn't want to pay off my handset in one lump sum	96	67	30	36	58	74	**	**	33	24	**	**	58	36
	22%	23%	21%	17%	25%	25%	**	**	20%	19%	**	**	19%	26%
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Worried that the service wouldn't be as good with a new provider	404	104	35	173	228	250	122	31	167	105	66	64	273	130
	32%	35%	24%	28%	35%	33%	32%	25%	32%	32%	34%	30%	32%	32%
		b			a									
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
Worried about being without the mobile service during the switch (P)	90	63	27	42	46	68	**	**	33	21	**	**	54	35
	21%	21%	19%	20%	20%	23%	**	**	20%	16%	**	**	18%	25%
Base	598	-	-	279	317	286	244	68	238	155	95	110	393	205
Worried about being without the fixed line phone service during the switch (P)	95	**	**	45	50	56	27	**	40	21	16	19	60	35
	16%	**	**	16%	16%	20%	11%	**	17%	13%	17%	17%	15%	17%
						b								
Base	598	-	-	279	317	286	244	68	238	155	95	110	393	205
Worried about being without the broadband service during the switch (P)	168	**	**	62	104	95	57	**	65	45	28	30	110	58
	28%	**	**	22%	33%	33%	23%	**	27%	29%	29%	27%	28%	28%
					a	b								
Base	493	-	-	261	229	307	157	28	225	118	77	70	344	147
Worried about being without the Pay TV service during the switch (P)	110	**	**	56	54	85	21	**	45	25	22	**	69	40
	22%	**	**	21%	23%	28%	13%	**	20%	21%	28%	**	20%	27%
						b								e

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Worried that I might have to pay two providers at the same time (P)	279	89	19	129	149	208	59	13	111	63	48	56	174	105
	22%	30%	13%	21%	23%	28%	15%	11%	21%	19%	25%	26%	20%	26%
		b				bc						b		be
Base	1036	294	144	486	545	586	334	111	406	284	159	182	690	341
Did not want to lose my phone number	299	130	42	123	175	176	86	37	120	78	41	60	198	101
	29%	44%	29%	25%	32%	30%	26%	33%	30%	28%	26%	33%	29%	30%
		b			a									
Base	830	-	-	412	415	453	296	82	349	205	130	144	554	274
Didn't want to pay the initial connection/ start-up fees/ equipment costs	260	**	**	110	148	170	68	**	99	67	46	47	166	94
	31%	**	**	27%	36%	38%	23%	**	28%	33%	36%	33%	30%	34%
					a	b								
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	100	83	17	50	49	76	**	**	41	31	**	**	72	27
	23%	28%	12%	24%	21%	25%	**	**	24%	24%	**	**	24%	20%
		b												
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
Needing to unlock my handset to take it with me	73	59	14	45	27	55	**	**	27	18	**	**	45	27
	17%	20%	10%	22%	12%	18%	**	**	16%	14%	**	**	15%	20%
		b		b										

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Didn't want to have to learn to use a new service	212	67	19	101	109	162	35	14	79	52	41	38	131	79
	17%	23%	13%	16%	17%	22%	9%	11%	15%	16%	21%	17%	15%	19%
		b				bc					ae			
Base	493	-	-	261	229	307	157	28	225	118	77	70	344	147
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	135	**	**	65	69	96	33	**	61	31	26	**	92	43
	27%	**	**	25%	30%	31%	21%	**	27%	26%	34%	**	27%	29%
						b								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Didn't want to lose content (programmes, apps, photos, data) stored on my device	290	91	27	142	147	205	63	21	123	69	47	49	192	96
	23%	31%	19%	23%	23%	27%	16%	17%	24%	21%	24%	23%	23%	23%
		b				bc								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Worried that other devices or products I own would not work with a new service	248	82	17	128	118	190	46	10	101	71	47	27	172	74
	20%	28%	12%	21%	18%	25%	12%	8%	20%	21%	24%	13%	20%	18%
		b				bc			d	d	d		d	
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Concern about arranging for the old and new services to start and stop at the same time (P)	303	87	24	146	155	218	63	21	123	74	47	60	196	107
	24%	30%	17%	24%	24%	29%	16%	17%	24%	22%	24%	28%	23%	26%
		b				bc								
Base	830	-	-	412	415	453	296	82	349	205	130	144	554	274
Did not want to have to install new equipment myself	138	**	**	63	74	99	31	**	61	29	24	24	90	48
	17%	**	**	15%	18%	22%	11%	**	17%	14%	19%	16%	16%	17%
						b								
Base	830	-	-	412	415	453	296	82	349	205	130	144	554	274
Did not want to have to get an engineer to install new equipment	144	**	**	71	73	105	29	**	58	33	24	26	92	51
	17%	**	**	17%	17%	23%	10%	**	17%	16%	19%	18%	17%	19%
						b								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
It's too time consuming to go through the process of switching from one provider to another	276	76	26	128	146	215	52	9	119	75	43	39	194	82
	22%	26%	18%	21%	23%	29%	14%	7%	23%	23%	22%	18%	23%	20%
						bc								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
I was still in a contract so couldn't leave/ would have to pay to leave	272	73	27	131	137	199	60	13	96	80	42	54	176	96
	21%	25%	19%	21%	21%	26%	16%	10%	19%	24%	22%	25%	21%	23%
						bc						a		

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty when contacting my current provider	197	50	22	107	88	152	37	8	81	50	35	29	132	64
	16%	17%	15%	17%	14%	20% bc	10%	6%	16%	15%	18%	13%	15%	16%
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty when contacting potential new providers	196	54	10	101	94	151	40	6	75	50	42	29	125	71
	15%	18% b	7%	16%	15%	20% bc	10%	5%	14%	15%	22% ade	13%	15%	17%
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Prefer to stay with a trusted/ known provider	471	121	45	221	246	274	139	56	185	132	66	84	318	150
	37%	41%	31%	36%	38%	36%	36%	45%	36%	40%	34%	39%	37%	37%
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	301	90	17	142	156	219	66	15	124	84	46	47	208	92
	24%	31% b	12%	23%	24%	29% bc	17%	12%	24%	25%	24%	22%	24%	23%
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Bad experience when switching communication services previously	231	68	19	120	109	182	39	10	90	49	46	43	140	89
	18%	23% b	13%	19%	17%	24% bc	10%	8%	17%	15%	24% abe	20%	16%	22% be
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	234 18%	64 22%	23 16%	124 20%	108 17%	184 24% bc	46 12% c	3 2%	91 18%	63 19%	49 25% ade	30 14%	154 18%	78 19%
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Hassle of needing to contact more than one provider to switch	271 21%	91 31% b	26 18%	122 20%	146 23%	209 28% bc	50 13%	11 9%	98 19%	72 22%	46 24%	52 24%	170 20%	97 24%
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty cancelling my current service (P)	212 17%	65 22%	19 13%	101 16%	108 17%	168 22% bc	34 9%	8 6%	75 15%	56 17%	46 24% ade	33 15%	132 15%	79 19%
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Did not want to pay disconnection charges	286 23%	82 28%	28 20%	125 20%	158 25%	195 26% bc	71 18%	18 14%	101 19%	68 20%	58 30% abe	57 26% ae	168 20%	115 28% abe
Base	598	-	-	279	317	286	244	68	238	155	95	110	393	205
Did not want to lose the email address I had from my broadband provider	83 14%	** **	** **	40 14%	42 13%	39 14%	30 12%	** **	38 16% d	21 13%	14 15%	9 8%	59 15%	24 12%

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
Lack of choice	248	217	21	**	**	222	26	116	115
	20%	20%	21%	**	**	20%	16%	22% b	17%
Base	830	700	78	36	15	717	113	329	459
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	111	97	**	**	**	99	12	56	48
	13%	14%	**	**	**	14%	11%	17% b	10%
Base	1268	1078	103	63	24	1102	166	530	662
Not knowing what to do to switch	207	182	15	**	**	191	17	115	77
	16%	17%	14%	**	**	17% b	10%	22% b	12%
Base	1268	1078	103	63	24	1102	166	530	662
There wasn't enough cost difference for it to be worth switching	449	392	31	**	**	398	52	190	235
	35%	36%	30%	**	**	36%	31%	36%	36%
Base	1268	1078	103	63	24	1102	166	530	662
Current provider is still the best deal/ cheapest	589	500	51	**	**	506	83	245	309
	46%	46%	50%	**	**	46%	50%	46%	47%
Base	1268	1078	103	63	24	1102	166	530	662
Current provider has the best quality of service	495	426	41	**	**	418	77	207	258
	39%	39%	40%	**	**	38%	46% a	39%	39%

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
I negotiated/ accepted a deal with my current provider	613	520	47	**	**	527	87	232	356
	48%	48%	46%	**	**	48%	52%	44%	54%
								a	
Base	1268	1078	103	63	24	1102	166	530	662
Would take too long to research the market	204	179	13	**	**	192	12	106	82
	16%	17%	13%	**	**	17%	7%	20%	12%
						b		b	
Base	1268	1078	103	63	24	1102	166	530	662
Difficulty comparing what other providers were offering	226	195	17	**	**	208	18	107	101
	18%	18%	16%	**	**	19%	11%	20%	15%
						b		b	
Base	438	377	24	27	9	385	53	201	203
I'm still in my handset contract period	99	86	**	**	**	85	**	51	35
	23%	23%	**	**	**	22%	**	25%	17%
Base	438	377	24	27	9	385	53	201	203
I couldn't afford/ didn't want to pay off my handset in one lump sum	96	90	**	**	**	83	**	54	36
	22%	24%	**	**	**	22%	**	27%	18%
Base	1268	1078	103	63	24	1102	166	530	662

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Worried that the service wouldn't be as good with a new provider	404	347	25	**	**	367	37	184	199
	32%	32%	25%	**	**	33% b	22%	35%	30%
Base	438	377	24	27	9	385	53	201	203
Worried about being without the mobile service during the switch (P)	90	81	**	**	**	81	**	55	27
	21%	21%	**	**	**	21%	**	27% b	13%
Base	598	502	59	24	12	514	85	235	336
Worried about being without the fixed line phone service during the switch (P)	95	85	**	**	**	82	**	49	43
	16%	17%	**	**	**	16%	**	21% b	13%
Base	598	502	59	24	12	514	85	235	336
Worried about being without the broadband service during the switch (P)	168	151	**	**	**	152	**	75	86
	28%	30%	**	**	**	30%	**	32%	26%
Base	493	428	39	19	8	443	50	195	272
Worried about being without the Pay TV service during the switch (P)	110	97	**	**	**	104	**	57	46
	22%	23%	**	**	**	23%	**	29% b	17%

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
Worried that I might have to pay two providers at the same time (P)	279	250	15	**	**	257	22	149	114
	22%	23%	15%	**	**	23%	13%	28%	17%
		b				b		b	
Base	1036	880	84	51	21	898	137	436	538
Did not want to lose my phone number	299	262	**	**	**	258	41	158	125
	29%	30%	**	**	**	29%	30%	36%	23%
								b	
Base	830	700	78	36	15	717	113	329	459
Didn't want to pay the initial connection/ start-up fees/ equipment costs	260	233	**	**	**	240	20	119	126
	31%	33%	**	**	**	33%	18%	36%	27%
						b		b	
Base	438	377	24	27	9	385	53	201	203
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	100	91	**	**	**	86	**	51	42
	23%	24%	**	**	**	22%	**	25%	21%
Base	438	377	24	27	9	385	53	201	203
Needing to unlock my handset to take it with me	73	60	**	**	**	65	**	41	22
	17%	16%	**	**	**	17%	**	20%	11%
								b	

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
Didn't want to have to learn to use a new service	212 17%	185 17%	14 14%	** **	** **	191 17%	21 13%	127 24% b	70 11%
Base	493	428	39	19	8	443	50	195	272
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	135 27%	122 29%	** **	** **	** **	125 28%	** **	59 30%	68 25%
Base	1268	1078	103	63	24	1102	166	530	662
Didn't want to lose content (programmes, apps, photos, data) stored on my device	290 23%	251 23%	18 18%	** **	** **	257 23%	33 20%	147 28% b	125 19%
Base	1268	1078	103	63	24	1102	166	530	662
Worried that other devices or products I own would not work with a new service	248 20%	218 20%	14 13%	** **	** **	224 20%	24 14%	128 24% b	104 16%
Base	1268	1078	103	63	24	1102	166	530	662
Columns Tested: a,b,c,d - a,b - a,b									

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Concern about arranging for the old and new services to start and stop at the same time (P)	303	269	17	**	**	272	31	159	127
	24%	25%	16%	**	**	25%	19%	30%	19%
		b						b	
Base	830	700	78	36	15	717	113	329	459
Did not want to have to install new equipment myself	138	113	**	**	**	126	12	61	70
	17%	16%	**	**	**	18%	11%	18%	15%
						b			
Base	830	700	78	36	15	717	113	329	459
Did not want to have to get an engineer to install new equipment	144	129	**	**	**	134	10	64	71
	17%	18%	**	**	**	19%	9%	19%	16%
						b			
Base	1268	1078	103	63	24	1102	166	530	662
It's too time consuming to go through the process of switching from one provider to another	276	244	16	**	**	246	31	136	122
	22%	23%	16%	**	**	22%	19%	26%	18%
								b	
Base	1268	1078	103	63	24	1102	166	530	662
I was still in a contract so couldn't leave/ would have to pay to leave	272	246	15	**	**	250	22	145	108
	21%	23%	15%	**	**	23%	13%	27%	16%
						b		b	

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
Difficulty when contacting my current provider	197	168	19	**	**	179	18	102	73
	16%	16%	18%	**	**	16%	11%	19%	11%
								b	
Base	1268	1078	103	63	24	1102	166	530	662
Difficulty when contacting potential new providers	196	167	14	**	**	177	19	110	72
	15%	15%	14%	**	**	16%	12%	21%	11%
								b	
Base	1268	1078	103	63	24	1102	166	530	662
Prefer to stay with a trusted/ known provider	471	398	35	**	**	412	58	203	244
	37%	37%	34%	**	**	37%	35%	38%	37%
Base	1268	1078	103	63	24	1102	166	530	662
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	301	263	15	**	**	275	26	142	137
	24%	24%	15%	**	**	25%	16%	27%	21%
		b				b		b	
Base	1268	1078	103	63	24	1102	166	530	662
Bad experience when switching communication services previously	231	199	18	**	**	214	16	122	93
	18%	19%	18%	**	**	19%	10%	23%	14%
						b		b	
Base	1268	1078	103	63	24	1102	166	530	662

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	234	206	14	**	**	214	20	120	99
	18%	19%	13%	**	**	19% b	12%	23% b	15%
Base	1268	1078	103	63	24	1102	166	530	662
Hassle of needing to contact more than one provider to switch	271	234	18	**	**	243	28	142	115
	21%	22%	18%	**	**	22%	17%	27% b	17%
Base	1268	1078	103	63	24	1102	166	530	662
Difficulty cancelling my current service (P)	212	180	17	**	**	196	15	121	76
	17%	17%	17%	**	**	18% b	9%	23% b	11%
Base	1268	1078	103	63	24	1102	166	530	662
Did not want to pay disconnection charges	286	239	23	**	**	262	24	145	118
	23%	22%	23%	**	**	24% b	14%	27% b	18%
Base	598	502	59	24	12	514	85	235	336
Did not want to lose the email address I had from my broadband provider	83	69	**	**	**	70	**	32	44
	14%	14%	**	**	**	14%	**	14%	13%

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Base	1268	-	-	-	-	-	-	-	-	-	-
Lack of choice	326	**	**	**	**	**	**	**	**	**	**
26%		**	**	**	**	**	**	**	**	**	**
Base	830	-	-	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	140	**	**	**	**	**	**	**	**	**	**
17%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Not knowing what to do to switch	284	**	**	**	**	**	**	**	**	**	**
22%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	411	**	**	**	**	**	**	**	**	**	**
32%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	353	**	**	**	**	**	**	**	**	**	**
28%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service	424	**	**	**	**	**	**	**	**	**	**
33%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	300	**	**	**	**	**	**	**	**	**	**
24%	24%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Would take too long to research the market	311	**	**	**	**	**	**	**	**	**	**
25%	25%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	367	**	**	**	**	**	**	**	**	**	**
29%	29%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
I'm still in my handset contract period	100	**	**	**	**	**	**	**	**	**	**
23%	23%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	96	**	**	**	**	**	**	**	**	**	**
22%	22%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	424	**	**	**	**	**	**	**	**	**	**
33%	33%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	146	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	132	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch (P)	170	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Base	493	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	151	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time (P)	330	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Base	1036	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	249	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Base	830	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	263	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	114	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	122	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	337	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
Base	493	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	154	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	321	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	312	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time (P)	413	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**
Base	830	-	-	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	213	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Base	830	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

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		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	244	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	373	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	276	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	301	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	313	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	445	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

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		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Base	1268	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	394	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	276	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	290	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	366	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	305	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	323	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Base	598	-	-	-	-	-	-	-	-	-	-
Did not want to lose the email address I had from my broadband provider	102	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Lack of choice	326	**	**	**	**	**	**	**	**	326	208	118	261	66	171	37
	26%	**	**	**	**	**	**	**	**	26%	25%	27%	29% b	19%	28% b	18%
Base	830	-	-	-	-	-	-	-	-	830	830	-	620	211	620	211
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	140	**	**	**	**	**	**	**	**	140	140	**	114	26	114	26
	17%	**	**	**	**	**	**	**	**	17%	17%	**	18% b	12%	18% b	12%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Not knowing what to do to switch	284	**	**	**	**	**	**	**	**	284	180	104	214	70	131	49
	22%	**	**	**	**	**	**	**	**	22%	22%	24%	23%	20%	21%	23%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
There wasn't enough cost difference for it to be worth switching	411	**	**	**	**	**	**	**	**	411	274	137	332	79	224	49
	32%	**	**	**	**	**	**	**	**	32%	33%	31%	36% b	22%	36% b	23%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Current provider is still the best deal/cheapest	353	**	**	**	**	**	**	**	**	353	233	121	279	74	190	42
	28%	**	**	**	**	**	**	**	**	28%	28%	28%	31% b	21%	31% b	20%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Current provider has the best quality of service	424	**	**	**	**	**	**	**	**	424	279	145	323	101	220	59
	33%	**	**	**	**	**	**	**	**	33%	34%	33%	35% b	29%	36% b	28%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
I negotiated/ accepted a deal with my current provider	300	**	**	**	**	**	**	**	**	300	180	121	300	-	180	-
	24%	**	**	**	**	**	**	**	**	24%	22%	28% b	33% b	-%	29% b	-%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Would take too long to research the market	311	**	**	**	**	**	**	**	**	311	194	117	240	70	149	45
	25%	**	**	**	**	**	**	**	**	25%	23%	27%	26% b	20%	24%	21%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty comparing what other providers were offering	367	**	**	**	**	**	**	**	**	367	238	130	288	80	189	49
	29%	**	**	**	**	**	**	**	**	29%	29%	30%	31% b	23%	30% b	23%
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-
I'm still in my handset contract period	100	**	**	**	**	**	**	**	**	100	**	100	86	14	**	**
	23%	**	**	**	**	**	**	**	**	23%	**	23%	29% b	10%	**	**
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
I couldn't afford/ didn't want to pay off my handset in one lump sum	96	**	**	**	**	**	**	**	**	96	-	96	80	17	-	-
	22%	**	**	**	**	**	**	**	**	22%	-%	22%	27%	12%	-%	-%
										b		b	b			
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Worried that the service wouldn't be as good with a new provider	424	**	**	**	**	**	**	**	**	424	274	150	324	99	215	58
	33%	**	**	**	**	**	**	**	**	33%	33%	34%	36%	28%	35%	28%
													b		b	
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-
Worried about being without the mobile service during the switch (P)	146	**	**	**	**	**	**	**	**	146	**	146	118	28	**	**
	33%	**	**	**	**	**	**	**	**	33%	**	33%	40%	20%	**	**
													b			
Base	598	-	-	-	-	-	-	-	-	598	598	-	434	164	434	164
Worried about being without the fixed line phone service during the switch (P)	132	**	**	**	**	**	**	**	**	132	132	**	98	34	98	34
	22%	**	**	**	**	**	**	**	**	22%	22%	**	23%	21%	23%	21%
Base	598	-	-	-	-	-	-	-	-	598	598	-	434	164	434	164
Worried about being without the broadband service during the switch (P)	170	**	**	**	**	**	**	**	**	170	170	**	136	34	136	34
	28%	**	**	**	**	**	**	**	**	28%	28%	**	31%	20%	31%	20%
													b		b	

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	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	493	-	-	-	-	-	-	-	-	493	493	-	392	101	392	101
Worried about being without the Pay TV service during the switch (P)	151	**	**	**	**	**	**	**	**	151	151	**	119	31	119	31
	31%	**	**	**	**	**	**	**	**	31%	31%	**	30%	31%	30%	31%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Worried that I might have to pay two providers at the same time (P)	330	**	**	**	**	**	**	**	**	330	213	117	247	82	160	53
	26%	**	**	**	**	**	**	**	**	26%	26%	27%	27%	23%	26%	25%
Base	1036	-	-	-	-	-	-	-	-	1036	598	438	728	308	434	164
Did not want to lose my phone number	249	**	**	**	**	**	**	**	**	249	126	123	190	59	101	26
	24%	**	**	**	**	**	**	**	**	24%	21%	28% b	26% b	19%	23% b	16%
Base	830	-	-	-	-	-	-	-	-	830	830	-	620	211	620	211
Didn't want to pay the initial connection/ start-up fees/ equipment costs	263	**	**	**	**	**	**	**	**	263	263	**	205	59	205	59
	32%	**	**	**	**	**	**	**	**	32%	32%	**	33%	28%	33%	28%
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	114	**	**	**	**	**	**	**	**	114	**	114	87	27	**	**
	26%	**	**	**	**	**	**	**	**	26%	**	26%	30% b	19%	**	**

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		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-
Needing to unlock my handset to take it with me	122	**	**	**	**	**	**	**	**	122	**	122	96	26	**	**
	28%	**	**	**	**	**	**	**	**	28%	**	28%	33% b	18%	**	**
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Didn't want to have to learn to use a new service	337	**	**	**	**	**	**	**	**	337	221	115	265	71	172	50
	27%	**	**	**	**	**	**	**	**	27%	27%	26%	29% b	20%	28%	24%
Base	493	-	-	-	-	-	-	-	-	493	493	-	392	101	392	101
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	154	**	**	**	**	**	**	**	**	154	154	**	123	30	123	30
	31%	**	**	**	**	**	**	**	**	31%	31%	**	31%	30%	31%	30%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Didn't want to lose content (programmes, apps, photos, data) stored on my device	321	**	**	**	**	**	**	**	**	321	200	122	263	58	163	36
	25%	**	**	**	**	**	**	**	**	25%	24%	28%	29% b	16%	26% b	17%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211

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	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Worried that other devices or products I own would not work with a new service	312	**	**	**	**	**	**	**	**	312	219	94	243	69	164	55
	25%	**	**	**	**	**	**	**	**	25%	26%	21%	27% b	20%	26%	26%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Concern about arranging for the old and new services to start and stop at the same time (P)	413	**	**	**	**	**	**	**	**	413	274	139	315	97	208	66
	33%	**	**	**	**	**	**	**	**	33%	33%	32%	35% b	27%	34%	31%
Base	830	-	-	-	-	-	-	-	-	830	830	-	620	211	620	211
Did not want to have to install new equipment myself	213	**	**	**	**	**	**	**	**	213	213	**	171	42	171	42
	26%	**	**	**	**	**	**	**	**	26%	26%	**	28% b	20%	28% b	20%
Base	830	-	-	-	-	-	-	-	-	830	830	-	620	211	620	211
Did not want to have to get an engineer to install new equipment	244	**	**	**	**	**	**	**	**	244	244	**	198	47	198	47
	29%	**	**	**	**	**	**	**	**	29%	29%	**	32% b	22%	32% b	22%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
It's too time consuming to go through the process of switching from one provider to another	373	**	**	**	**	**	**	**	**	373	230	142	284	88	178	52
	29%	**	**	**	**	**	**	**	**	29%	28%	33%	31% b	25%	29%	25%

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		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
I was still in a contract so couldn't leave/ would have to pay to leave	276	**	**	**	**	**	**	**	**	276	168	108	228	48	138	30
	22%	**	**	**	**	**	**	**	**	22%	20%	25%	25% b	14%	22% b	14%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty when contacting my current provider	301	**	**	**	**	**	**	**	**	301	187	114	248	52	155	32
	24%	**	**	**	**	**	**	**	**	24%	22%	26%	27% b	15%	25% b	15%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty when contacting potential new providers	313	**	**	**	**	**	**	**	**	313	200	113	245	68	159	41
	25%	**	**	**	**	**	**	**	**	25%	24%	26%	27% b	19%	26% b	19%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Prefer to stay with a trusted/ known provider	445	**	**	**	**	**	**	**	**	445	293	153	352	94	243	50
	35%	**	**	**	**	**	**	**	**	35%	35%	35%	39% b	26%	39% b	24%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	394	**	**	**	**	**	**	**	**	394	258	136	297	97	202	56
	31%	**	**	**	**	**	**	**	**	31%	31%	31%	33%	27%	33%	26%

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	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Bad experience when switching communication services previously	276	**	**	**	**	**	**	**	**	276	171	105	217	59	132	39
	22%	**	**	**	**	**	**	**	**	22%	21%	24%	24% b	17%	21%	18%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	290	**	**	**	**	**	**	**	**	290	184	105	232	58	146	39
	23%	**	**	**	**	**	**	**	**	23%	22%	24%	25% b	16%	23%	18%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Hassle of needing to contact more than one provider to switch	366	**	**	**	**	**	**	**	**	366	243	123	290	76	195	48
	29%	**	**	**	**	**	**	**	**	29%	29%	28%	32% b	22%	31% b	23%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty cancelling my current service (P)	305	**	**	**	**	**	**	**	**	305	200	105	248	57	162	38
	24%	**	**	**	**	**	**	**	**	24%	24%	24%	27% b	16%	26% b	18%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Did not want to pay disconnection charges	323	**	**	**	**	**	**	**	**	323	219	104	249	74	168	51
	25%	**	**	**	**	**	**	**	**	25%	26%	24%	27% b	21%	27%	24%

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	598	-	-	-	-	-	-	-	-	598	598	-	434	164	434	164
Did not want to lose the email address I had from my broadband provider	102	**	**	**	**	**	**	**	**	102	102	**	78	24	78	24
	17%	**	**	**	**	**	**	**	**	17%	17%	**	18%	15%	18%	15%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Lack of choice	326	90	28	162	163	240	68	18	134	98	44	49	232	94
	26%	31%	20%	26%	25%	32%	18%	14%	26%	29%	23%	23%	27%	23%
		b				bc				f				
Base	830	-	-	412	415	453	296	82	349	205	130	144	554	274
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	140	**	**	72	67	113	23	**	69	30	21	19	99	40
	17%	**	**	17%	16%	25%	8%	**	20%	15%	16%	13%	18%	14%
						b			d					
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Not knowing what to do to switch	284	83	21	138	143	213	58	11	126	65	49	38	191	87
	22%	28%	14%	22%	22%	28%	15%	9%	24%	20%	25%	18%	22%	21%
		b				bc			d					
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
There wasn't enough cost difference for it to be worth switching	411	108	30	206	203	263	120	27	177	100	61	71	278	131
	32%	37%	21%	33%	31%	35%	31%	21%	34%	30%	31%	33%	33%	32%
		b				c	c							
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Current provider is still the best deal/ cheapest	353	89	32	177	174	248	86	19	143	96	57	53	240	110
	28%	30%	22%	29%	27%	33%	22%	15%	28%	29%	29%	25%	28%	27%
						bc								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Current provider has the best quality of service	424	103	42	214	209	284	113	27	176	115	77	54	291	131
	33%	35%	29%	35%	32%	38%	29%	21%	34%	35%	40%	25%	34%	32%
						bc			d	d	df		d	
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
I negotiated/ accepted a deal with my current provider	300	121	-	153	146	236	56	9	130	69	46	51	200	97
	24%	41%	-%	25%	23%	31%	14%	7%	25%	21%	24%	24%	23%	24%
		b				bc	c							
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Would take too long to research the market	311	91	26	149	159	220	69	21	136	67	48	57	202	105
	25%	31%	18%	24%	25%	29%	18%	17%	26%	20%	25%	26%	24%	26%
		b				bc			b					
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty comparing what other providers were offering	367	99	31	174	192	263	82	23	153	101	45	65	254	110
	29%	34%	21%	28%	30%	35%	21%	18%	30%	30%	23%	30%	30%	27%
		b				bc							c	
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
I'm still in my handset contract period	100	86	14	50	49	92	**	**	42	24	**	**	67	30
	23%	29%	10%	24%	21%	31%	**	**	25%	19%	**	**	23%	22%
		b												
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
I couldn't afford/ didn't want to pay off my handset in one lump sum	96	80	17	58	38	90	**	**	38	26	**	**	64	32
	22%	27%	12%	28%	17%	30%	**	**	23%	20%	**	**	22%	24%
		b		b										

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Worried that the service wouldn't be as good with a new provider	424	109	41	217	207	286	101	37	191	100	64	66	291	130
	33%	37%	29%	35%	32%	38%	26%	30%	37%	30%	33%	30%	34%	32%
						b			b					
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
Worried about being without the mobile service during the switch (P)	146	118	28	73	73	112	**	**	56	47	**	**	104	42
	33%	40%	20%	35%	32%	37%	**	**	34%	37%	**	**	35%	31%
		b												
Base	598	-	-	279	317	286	244	68	238	155	95	110	393	205
Worried about being without the fixed line phone service during the switch (P)	132	**	**	52	80	67	44	**	58	35	17	23	93	40
	22%	**	**	19%	25%	23%	18%	**	24%	23%	18%	21%	24%	19%
				a										
Base	598	-	-	279	317	286	244	68	238	155	95	110	393	205
Worried about being without the broadband service during the switch (P)	170	**	**	82	88	87	65	**	68	39	28	35	107	63
	28%	**	**	29%	28%	30%	27%	**	29%	25%	30%	32%	27%	31%
Base	493	-	-	261	229	307	157	28	225	118	77	70	344	147
Worried about being without the Pay TV service during the switch (P)	151	**	**	90	61	109	35	**	83	28	19	**	110	39
	31%	**	**	34%	27%	35%	22%	**	37%	23%	24%	**	32%	26%
				b		b			bcd				b	

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Worried that I might have to pay two providers at the same time (P)	330	87	30	167	160	233	74	23	145	92	48	42	237	91
	26%	30%	21%	27%	25%	31%	19%	19%	28%	28%	25%	20%	28%	22%
						bc			df	d			df	
Base	1036	294	144	486	545	586	334	111	406	284	159	182	690	341
Did not want to lose my phone number	249	90	33	126	122	167	58	22	94	79	41	34	173	75
	24%	31%	23%	26%	22%	29%	17%	20%	23%	28%	26%	19%	25%	22%
						b				d				
Base	830	-	-	412	415	453	296	82	349	205	130	144	554	274
Didn't want to pay the initial connection/ start-up fees/ equipment costs	263	**	**	124	139	150	95	**	114	63	44	42	178	85
	32%	**	**	30%	33%	33%	32%	**	33%	31%	34%	29%	32%	31%
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	114	87	27	58	56	94	**	**	51	23	**	**	74	38
	26%	30%	19%	28%	25%	31%	**	**	31%	18%	**	**	25%	28%
		b							b					
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
Needing to unlock my handset to take it with me	122	96	26	54	68	98	**	**	49	35	**	**	83	38
	28%	33%	18%	26%	30%	32%	**	**	29%	27%	**	**	28%	28%
		b												

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Didn't want to have to learn to use a new service	337	94	22	164	171	233	77	26	154	85	46	51	239	97
	27%	32%	15%	27%	27%	31%	20%	21%	30%	25%	24%	24%	28%	24%
		b				bc			f					
Base	493	-	-	261	229	307	157	28	225	118	77	70	344	147
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	154	**	**	93	61	107	38	**	82	28	18	**	110	42
	31%	**	**	36%	26%	35%	24%	**	36%	24%	23%	**	32%	29%
				b		b			bc					
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Didn't want to lose content (programmes, apps, photos, data) stored on my device	321	100	22	154	165	242	56	23	143	79	51	47	222	98
	25%	34%	15%	25%	26%	32%	15%	18%	28%	24%	26%	22%	26%	24%
		b				bc								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Worried that other devices or products I own would not work with a new service	312	80	14	150	160	217	69	27	141	77	42	50	218	92
	25%	27%	10%	24%	25%	29%	18%	21%	27%	23%	22%	23%	26%	22%
		b				b								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f														

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Concern about arranging for the old and new services to start and stop at the same time (P)	413	108	31	196	215	261	113	37	192	96	59	60	288	119
	33%	37%	21%	32%	33%	35%	29%	30%	37%	29%	30%	28%	34%	29%
		b							bdf					
Base	830	-	-	412	415	453	296	82	349	205	130	144	554	274
Did not want to have to install new equipment myself	213	**	**	99	114	139	57	**	93	53	25	40	147	66
	26%	**	**	24%	27%	31%	19%	**	27%	26%	19%	28%	26%	24%
						b								
Base	830	-	-	412	415	453	296	82	349	205	130	144	554	274
Did not want to have to get an engineer to install new equipment	244	**	**	115	127	159	66	**	112	53	39	40	165	78
	29%	**	**	28%	31%	35%	22%	**	32%	26%	30%	27%	30%	29%
						b								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
It's too time consuming to go through the process of switching from one provider to another	373	106	36	186	187	255	93	25	169	85	53	61	255	114
	29%	36%	25%	30%	29%	34%	24%	20%	33%	26%	27%	28%	30%	28%
		b				bc			b					
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
I was still in a contract so couldn't leave/ would have to pay to leave	276	90	18	141	135	220	46	9	123	63	48	40	186	88
	22%	31%	13%	23%	21%	29%	12%	7%	24%	19%	25%	19%	22%	21%
		b				bc								

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty when contacting my current provider	301	94	21	144	157	242	45	13	129	68	50	51	197	101
	24%	32%	14%	23%	24%	32%	12%	10%	25%	20%	26%	24%	23%	25%
		b				bc								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty when contacting potential new providers	313	86	27	153	158	237	57	19	139	82	39	50	222	89
	25%	29%	19%	25%	25%	32%	15%	15%	27%	25%	20%	23%	26%	22%
		b				bc								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Prefer to stay with a trusted/ known provider	445	109	44	217	228	289	122	34	189	115	75	66	303	140
	35%	37%	30%	35%	35%	38%	32%	27%	36%	34%	39%	30%	36%	34%
						bc								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	394	95	41	202	190	269	95	30	181	89	57	64	269	120
	31%	32%	29%	33%	30%	36%	25%	24%	35%	27%	29%	29%	32%	29%
						bc			b					
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Bad experience when switching communication services previously	276	85	21	136	137	214	53	8	125	65	44	38	190	82
	22%	29%	14%	22%	21%	28%	14%	7%	24%	20%	23%	18%	22%	20%
		b				bc	c							

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	290	86	19	139	148	217	56	17	127	67	40	51	195	92
	23%	29%	13%	23%	23%	29%	15%	13%	25%	20%	21%	24%	23%	22%
		b				bc								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Hassle of needing to contact more than one provider to switch	366	95	28	178	186	249	87	30	172	85	49	58	257	107
	29%	32%	20%	29%	29%	33%	23%	24%	33%	25%	25%	27%	30%	26%
		b				bc			bcd					
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty cancelling my current service (P)	305	86	19	155	149	240	55	11	139	68	45	52	208	96
	24%	29%	13%	25%	23%	32%	14%	9%	27%	21%	23%	24%	24%	23%
		b				bc			b					
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Did not want to pay disconnection charges	323	81	23	177	143	245	62	17	147	79	46	49	226	95
	25%	28%	16%	29%	22%	32%	16%	13%	28%	24%	24%	23%	27%	23%
		b		b		bc								
Base	598	-	-	279	317	286	244	68	238	155	95	110	393	205
Did not want to lose the email address I had from my broadband provider	102	**	**	57	44	70	25	**	46	25	18	13	71	31
	17%	**	**	21%	14%	24%	10%	**	19%	16%	19%	12%	18%	15%
				b		b								

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
Lack of choice	326	284	27	**	**	295	31	154	147
	26%	26%	26%	**	**	27% b	19%	29% b	22%
Base	830	700	78	36	15	717	113	329	459
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	140	123	**	**	**	130	9	71	61
	17%	18%	**	**	**	18% b	8%	22% b	13%
Base	1268	1078	103	63	24	1102	166	530	662
Not knowing what to do to switch	284	249	21	**	**	254	30	137	122
	22%	23%	20%	**	**	23%	18%	26% b	19%
Base	1268	1078	103	63	24	1102	166	530	662
There wasn't enough cost difference for it to be worth switching	411	360	26	**	**	361	50	168	212
	32%	33%	25%	**	**	33%	30%	32%	32%
Base	1268	1078	103	63	24	1102	166	530	662
Current provider is still the best deal/ cheapest	353	312	19	**	**	315	38	155	173
	28%	29% b	19%	**	**	29%	23%	29%	26%
Base	1268	1078	103	63	24	1102	166	530	662
Current provider has the best quality of service	424	366	31	**	**	386	38	186	215
	33%	34%	30%	**	**	35% b	23%	35%	33%

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
I negotiated/ accepted a deal with my current provider	300	254	22	**	**	267	34	154	123
	24%	24%	22%	**	**	24%	20%	29% b	19%
Base	1268	1078	103	63	24	1102	166	530	662
Would take too long to research the market	311	276	17	**	**	280	31	147	140
	25%	26% b	17%	**	**	25%	19%	28% b	21%
Base	1268	1078	103	63	24	1102	166	530	662
Difficulty comparing what other providers were offering	367	326	21	**	**	329	39	174	174
	29%	30% b	20%	**	**	30%	23%	33% b	26%
Base	438	377	24	27	9	385	53	201	203
I'm still in my handset contract period	100	89	**	**	**	94	**	53	37
	23%	23%	**	**	**	24%	**	26%	18%
Base	438	377	24	27	9	385	53	201	203
I couldn't afford/ didn't want to pay off my handset in one lump sum	96	86	**	**	**	90	**	51	30
	22%	23%	**	**	**	23%	**	25% b	15%
Base	1268	1078	103	63	24	1102	166	530	662
Columns Tested: a,b,c,d - a,b - a,b									

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Worried that the service wouldn't be as good with a new provider	424	363	34	**	**	370	54	190	210
	33%	34%	33%	**	**	34%	33%	36%	32%
Base	438	377	24	27	9	385	53	201	203
Worried about being without the mobile service during the switch (P)	146	128	**	**	**	131	**	74	65
	33%	34%	**	**	**	34%	**	37%	32%
Base	598	502	59	24	12	514	85	235	336
Worried about being without the fixed line phone service during the switch (P)	132	109	**	**	**	115	**	62	61
	22%	22%	**	**	**	22%	**	27% b	18%
Base	598	502	59	24	12	514	85	235	336
Worried about being without the broadband service during the switch (P)	170	141	**	**	**	147	**	76	87
	28%	28%	**	**	**	29%	**	32%	26%
Base	493	428	39	19	8	443	50	195	272
Worried about being without the Pay TV service during the switch (P)	151	136	**	**	**	140	**	60	84
	31%	32%	**	**	**	32%	**	31%	31%
Base	1268	1078	103	63	24	1102	166	530	662

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Worried that I might have to pay two providers at the same time (P)	330	282	24	**	**	293	36	154	156
	26%	26%	24%	**	**	27%	22%	29% b	24%
Base	1036	880	84	51	21	898	137	436	538
Did not want to lose my phone number	249	212	**	**	**	225	25	108	122
	24%	24%	**	**	**	25%	18%	25%	23%
Base	830	700	78	36	15	717	113	329	459
Didn't want to pay the initial connection/ start-up fees/ equipment costs	263	220	**	**	**	223	40	110	138
	32%	31%	**	**	**	31%	35%	34%	30%
Base	438	377	24	27	9	385	53	201	203
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	114	101	**	**	**	108	**	63	38
	26%	27%	**	**	**	28%	**	31% b	19%
Base	438	377	24	27	9	385	53	201	203
Needing to unlock my handset to take it with me	122	106	**	**	**	113	**	63	53
	28%	28%	**	**	**	29%	**	31%	26%
Base	1268	1078	103	63	24	1102	166	530	662

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Didn't want to have to learn to use a new service	337	303	18	**	**	305	32	146	165
	27%	28%	18%	**	**	28%	19%	28%	25%
		b				b			
Base	493	428	39	19	8	443	50	195	272
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	154	135	**	**	**	138	**	67	78
	31%	31%	**	**	**	31%	**	34%	29%
Base	1268	1078	103	63	24	1102	166	530	662
Didn't want to lose content (programmes, apps, photos, data) stored on my device	321	287	21	**	**	294	27	148	146
	25%	27%	20%	**	**	27%	16%	28%	22%
						b		b	
Base	1268	1078	103	63	24	1102	166	530	662
Worried that other devices or products I own would not work with a new service	312	269	23	**	**	279	33	143	145
	25%	25%	23%	**	**	25%	20%	27%	22%
								b	
Base	1268	1078	103	63	24	1102	166	530	662
Concern about arranging for the old and new services to start and stop at the same time (P)	413	354	37	**	**	369	43	178	202
	33%	33%	36%	**	**	34%	26%	34%	30%

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	830	700	78	36	15	717	113	329	459
Did not want to have to install new equipment myself	213	188	**	**	**	196	17	98	99
	26%	27%	**	**	**	27% b	15%	30% b	22%
Base	830	700	78	36	15	717	113	329	459
Did not want to have to get an engineer to install new equipment	244	209	**	**	**	215	29	105	124
	29%	30%	**	**	**	30%	26%	32%	27%
Base	1268	1078	103	63	24	1102	166	530	662
It's too time consuming to go through the process of switching from one provider to another	373	329	29	**	**	338	35	161	187
	29%	31%	28%	**	**	31% b	21%	30%	28%
Base	1268	1078	103	63	24	1102	166	530	662
I was still in a contract so couldn't leave/ would have to pay to leave	276	247	18	**	**	251	26	120	127
	22%	23%	18%	**	**	23% b	16%	23%	19%
Base	1268	1078	103	63	24	1102	166	530	662
Difficulty when contacting my current provider	301	267	17	**	**	284	17	144	136
	24%	25% b	16%	**	**	26% b	10%	27% b	21%

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
Difficulty when contacting potential new providers	313	285	20	**	**	286	27	143	144
	25%	26%	19%	**	**	26% b	16%	27% b	22%
Base	1268	1078	103	63	24	1102	166	530	662
Prefer to stay with a trusted/ known provider	445	384	38	**	**	389	56	192	223
	35%	36%	37%	**	**	35%	34%	36%	34%
Base	1268	1078	103	63	24	1102	166	530	662
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	394	341	37	**	**	356	37	182	190
	31%	32%	36%	**	**	32% b	23%	34% b	29%
Base	1268	1078	103	63	24	1102	166	530	662
Bad experience when switching communication services previously	276	238	21	**	**	248	28	132	123
	22%	22%	20%	**	**	22%	17%	25% b	19%
Base	1268	1078	103	63	24	1102	166	530	662
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	290	256	23	**	**	260	30	149	118
	23%	24%	23%	**	**	24%	18%	28% b	18%

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
Hassle of needing to contact more than one provider to switch	366	318	27	**	**	328	39	164	176
	29%	30%	26%	**	**	30%	23%	31%	27%
Base	1268	1078	103	63	24	1102	166	530	662
Difficulty cancelling my current service (P)	305	267	24	**	**	280	25	141	137
	24%	25%	23%	**	**	25% b	15%	27% b	21%
Base	1268	1078	103	63	24	1102	166	530	662
Did not want to pay disconnection charges	323	289	25	**	**	291	32	157	142
	25%	27%	24%	**	**	26% b	19%	30% b	21%
Base	598	502	59	24	12	514	85	235	336
Did not want to lose the email address I had from my broadband provider	102	86	**	**	**	92	**	48	47
	17%	17%	**	**	**	18%	**	20% b	14%

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Base	1268	-	-	-	-	-	-	-	-	-	-
Lack of choice	574	**	**	**	**	**	**	**	**	**	**
45%		**	**	**	**	**	**	**	**	**	**
Base	830	-	-	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	251	**	**	**	**	**	**	**	**	**	**
30%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Not knowing what to do to switch	491	**	**	**	**	**	**	**	**	**	**
39%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	861	**	**	**	**	**	**	**	**	**	**
68%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	942	**	**	**	**	**	**	**	**	**	**
74%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service	919	**	**	**	**	**	**	**	**	**	**
72%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	913	**	**	**	**	**	**	**	**	**	**
	72%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Would take too long to research the market	515	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	594	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
I'm still in my handset contract period	199	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	192	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	828	**	**	**	**	**	**	**	**	**	**
	65%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	236	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	228	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch (P)	338	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**
Base	493	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	261	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time (P)	609	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**
Base	1036	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	548	**	**	**	**	**	**	**	**	**	**
53%	53%	**	**	**	**	**	**	**	**	**	**
Base	830	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	523	**	**	**	**	**	**	**	**	**	**
63%	63%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	214	**	**	**	**	**	**	**	**	**	**
49%	49%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	195	**	**	**	**	**	**	**	**	**	**
45%	45%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	549	**	**	**	**	**	**	**	**	**	**
43%	43%	**	**	**	**	**	**	**	**	**	**
Base	493	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	289	**	**	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	611	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	560	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time (P)	716	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**
Base	830	-	-	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	351	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**
Base	830	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	388	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	649	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	548	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	498	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	509	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	916	**	**	**	**	**	**	**	**	**	**
	72%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Base	1268	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	695	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	506	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	524	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	637	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	517	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	608	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Base	598	-	-	-	-	-	-	-	-	-	-
Did not want to lose the email address I had from my broadband provider	185	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Lack of choice	574	**	**	**	**	**	**	**	**	574	381	192	448	126	299	82
	45%	**	**	**	**	**	**	**	**	45%	46%	44%	49% b	36%	48% b	39%
Base	830	-	-	-	-	-	-	-	-	830	830	-	620	211	620	211
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	251	**	**	**	**	**	**	**	**	251	251	**	211	40	211	40
	30%	**	**	**	**	**	**	**	**	30%	30%	**	34% b	19%	34% b	19%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Not knowing what to do to switch	491	**	**	**	**	**	**	**	**	491	300	191	389	102	236	64
	39%	**	**	**	**	**	**	**	**	39%	36%	44% b	43% b	29%	38% b	30%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
There wasn't enough cost difference for it to be worth switching	861	**	**	**	**	**	**	**	**	861	571	290	671	189	458	112
	68%	**	**	**	**	**	**	**	**	68%	69%	66%	73% b	53%	74% b	53%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Current provider is still the best deal/cheapest	942	**	**	**	**	**	**	**	**	942	615	327	735	207	498	117
	74%	**	**	**	**	**	**	**	**	74%	74%	75%	81% b	58%	80% b	56%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Current provider has the best quality of service	919	**	**	**	**	**	**	**	**	919	597	322	722	197	482	115
	72%	**	**	**	**	**	**	**	**	72%	72%	74%	79% b	56%	78% b	55%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
I negotiated/ accepted a deal with my current provider	913	**	**	**	**	**	**	**	**	913	620	294	913	-	620	-
	72%	**	**	**	**	**	**	**	**	72%	75% c	67%	100% b	-%	100% b	-%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Would take too long to research the market	515	**	**	**	**	**	**	**	**	515	314	201	411	104	253	61
	41%	**	**	**	**	**	**	**	**	41%	38%	46% b	45% b	29%	41% b	29%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty comparing what other providers were offering	594	**	**	**	**	**	**	**	**	594	387	207	457	136	299	88
	47%	**	**	**	**	**	**	**	**	47%	47%	47%	50% b	38%	48%	42%
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-
I'm still in my handset contract period	199	**	**	**	**	**	**	**	**	199	**	199	151	47	**	**
	45%	**	**	**	**	**	**	**	**	45%	**	45%	52% b	33%	**	**
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
I couldn't afford/ didn't want to pay off my handset in one lump sum	192	**	**	**	**	**	**	**	**	192	-	192	146	46	-	-
	44%	**	**	**	**	**	**	**	**	44%	-%	44%	50%	32%	-%	-%
		b								b		b	b			
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Worried that the service wouldn't be as good with a new provider	828	**	**	**	**	**	**	**	**	828	539	289	641	186	428	111
	65%	**	**	**	**	**	**	**	**	65%	65%	66%	70%	53%	69%	53%
													b		b	
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-
Worried about being without the mobile service during the switch (P)	236	**	**	**	**	**	**	**	**	236	**	236	181	55	**	**
	54%	**	**	**	**	**	**	**	**	54%	**	54%	62%	38%	**	**
													b			
Base	598	-	-	-	-	-	-	-	-	598	598	-	434	164	434	164
Worried about being without the fixed line phone service during the switch (P)	228	**	**	**	**	**	**	**	**	228	228	**	168	60	168	60
	38%	**	**	**	**	**	**	**	**	38%	38%	**	39%	36%	39%	36%
Base	598	-	-	-	-	-	-	-	-	598	598	-	434	164	434	164
Worried about being without the broadband service during the switch (P)	338	**	**	**	**	**	**	**	**	338	338	**	256	82	256	82
	56%	**	**	**	**	**	**	**	**	56%	56%	**	59%	50%	59%	50%
													b		b	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	493	-	-	-	-	-	-	-	-	493	493	-	392	101	392	101
Worried about being without the Pay TV service during the switch (P)	261	**	**	**	**	**	**	**	**	261	261	**	218	43	218	43
	53%	**	**	**	**	**	**	**	**	53%	53%	**	56% b	43%	56% b	43%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Worried that I might have to pay two providers at the same time (P)	609	**	**	**	**	**	**	**	**	609	385	225	476	134	300	85
	48%	**	**	**	**	**	**	**	**	48%	46%	51%	52% b	38%	48% b	40%
Base	1036	-	-	-	-	-	-	-	-	1036	598	438	728	308	434	164
Did not want to lose my phone number	548	**	**	**	**	**	**	**	**	548	253	295	412	136	193	60
	53%	**	**	**	**	**	**	**	**	53%	42%	67% ab	57% b	44%	44%	37%
Base	830	-	-	-	-	-	-	-	-	830	830	-	620	211	620	211
Didn't want to pay the initial connection/ start-up fees/ equipment costs	523	**	**	**	**	**	**	**	**	523	523	**	411	113	411	113
	63%	**	**	**	**	**	**	**	**	63%	63%	**	66% b	54%	66% b	54%
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	214	**	**	**	**	**	**	**	**	214	-	214	171	44	-	-
	49%	**	**	**	**	**	**	**	**	49%	-%	49%	58%	30%	-%	-%
										b		b	b			
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-
Needing to unlock my handset to take it with me	195	**	**	**	**	**	**	**	**	195	**	195	155	40	**	**
	45%	**	**	**	**	**	**	**	**	45%	**	45%	53%	28%	**	**
													b			
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Didn't want to have to learn to use a new service	549	**	**	**	**	**	**	**	**	549	347	201	439	110	279	69
	43%	**	**	**	**	**	**	**	**	43%	42%	46%	48%	31%	45%	33%
													b		b	
Base	493	-	-	-	-	-	-	-	-	493	493	-	392	101	392	101
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	289	**	**	**	**	**	**	**	**	289	289	**	248	41	248	41
	59%	**	**	**	**	**	**	**	**	59%	59%	**	63%	41%	63%	41%
													b		b	
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Didn't want to lose content (programmes, apps, photos, data) stored on my device	611	**	**	**	**	**	**	**	**	611	372	240	500	112	309	63
	48%	**	**	**	**	**	**	**	**	48%	45%	55% ab	55% b	32%	50% b	30%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Worried that other devices or products I own would not work with a new service	560	**	**	**	**	**	**	**	**	560	368	192	454	106	293	75
	44%	**	**	**	**	**	**	**	**	44%	44%	44%	50% b	30%	47% b	36%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Concern about arranging for the old and new services to start and stop at the same time (P)	716	**	**	**	**	**	**	**	**	716	466	250	551	164	356	109
	56%	**	**	**	**	**	**	**	**	56%	56%	57%	60% b	46%	58%	52%
Base	830	-	-	-	-	-	-	-	-	830	830	-	620	211	620	211
Did not want to have to install new equipment myself	351	**	**	**	**	**	**	**	**	351	351	**	288	63	288	63
	42%	**	**	**	**	**	**	**	**	42%	42%	**	46% b	30%	46% b	30%
Base	830	-	-	-	-	-	-	-	-	830	830	-	620	211	620	211
Did not want to have to get an engineer to install new equipment	388	**	**	**	**	**	**	**	**	388	388	**	314	74	314	74
	47%	**	**	**	**	**	**	**	**	47%	47%	**	51% b	35%	51% b	35%

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
It's too time consuming to go through the process of switching from one provider to another	649	**	**	**	**	**	**	**	**	649	405	244	498	151	316	89
	51%	**	**	**	**	**	**	**	**	51%	49%	56%	55%	43%	51%	42%
												b	b		b	
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
I was still in a contract so couldn't leave/ would have to pay to leave	548	**	**	**	**	**	**	**	**	548	341	208	432	116	269	71
	43%	**	**	**	**	**	**	**	**	43%	41%	48%	47%	33%	43%	34%
												b	b		b	
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty when contacting my current provider	498	**	**	**	**	**	**	**	**	498	312	186	396	101	253	59
	39%	**	**	**	**	**	**	**	**	39%	38%	43%	43%	29%	41%	28%
													b		b	
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty when contacting potential new providers	509	**	**	**	**	**	**	**	**	509	332	177	402	107	262	70
	40%	**	**	**	**	**	**	**	**	40%	40%	40%	44%	30%	42%	33%
													b		b	
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Prefer to stay with a trusted/ known provider	916	**	**	**	**	**	**	**	**	916	598	318	715	202	485	113
	72%	**	**	**	**	**	**	**	**	72%	72%	73%	78%	57%	78%	54%
													b		b	

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	695	**	**	**	**	**	**	**	**	695	452	242	543	152	358	94
	55%	**	**	**	**	**	**	**	**	55%	54%	55%	59% b	43%	58% b	45%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Bad experience when switching communication services previously	506	**	**	**	**	**	**	**	**	506	314	192	396	110	244	70
	40%	**	**	**	**	**	**	**	**	40%	38%	44% b	43% b	31%	39%	33%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	524	**	**	**	**	**	**	**	**	524	331	192	415	109	265	66
	41%	**	**	**	**	**	**	**	**	41%	40%	44%	45% b	31%	43% b	31%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Hassle of needing to contact more than one provider to switch	637	**	**	**	**	**	**	**	**	637	397	240	504	132	318	79
	50%	**	**	**	**	**	**	**	**	50%	48%	55% b	55% b	37%	51% b	37%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty cancelling my current service (P)	517	**	**	**	**	**	**	**	**	517	327	190	411	106	260	67
	41%	**	**	**	**	**	**	**	**	41%	39%	43%	45% b	30%	42% b	32%

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Did not want to pay disconnection charges	608	**	**	**	**	**	**	**	**	608	394	214	469	139	306	88
	48%	**	**	**	**	**	**	**	**	48%	47%	49%	51%	39%	49%	42%
													b		b	
Base	598	-	-	-	-	-	-	-	-	598	598	-	434	164	434	164
Did not want to lose the email address I had from my broadband provider	185	**	**	**	**	**	**	**	**	185	185	**	144	42	144	42
	31%	**	**	**	**	**	**	**	**	31%	31%	**	33%	25%	33%	25%

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Lack of choice	574	149	44	291	279	425	117	30	245	151	86	88	396	174
	45%	51%	30%	47%	43%	56%	30%	24%	47%	45%	45%	41%	47%	42%
		b				bc								
Base	830	-	-	412	415	453	296	82	349	205	130	144	554	274
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	251	**	**	128	120	200	46	**	118	53	41	37	171	79
	30%	**	**	31%	29%	44%	16%	**	34%	26%	32%	26%	31%	29%
						b			b					
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Not knowing what to do to switch	491	153	38	242	244	385	87	17	211	112	89	72	324	161
	39%	52%	27%	39%	38%	51%	23%	14%	41%	34%	46%	33%	38%	39%
		b				bc	c		b		bde			
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
There wasn't enough cost difference for it to be worth switching	861	213	77	421	435	556	231	72	368	219	125	142	587	267
	68%	72%	54%	68%	68%	74%	60%	57%	71%	66%	65%	66%	69%	65%
		b				bc			f					
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Current provider is still the best deal/ cheapest	942	237	90	448	489	587	268	86	382	246	152	158	628	309
	74%	81%	63%	72%	76%	78%	69%	68%	74%	74%	78%	73%	74%	75%
		b				bc								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Current provider has the best quality of service	919	240	82	441	474	585	258	75	366	247	149	152	613	300
	72%	82%	57%	71%	74%	78%	67%	60%	71%	74%	77%	70%	72%	73%
		b				bc								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
I negotiated/ accepted a deal with my current provider	913	294	-	441	470	557	269	84	376	244	138	151	620	289
	72%	100%	-%	71%	73%	74%	70%	67%	73%	73%	71%	70%	73%	71%
		b												
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Would take too long to research the market	515	158	44	258	255	388	101	26	226	116	80	89	342	169
	41%	54%	30%	42%	40%	52%	26%	21%	44%	35%	41%	41%	40%	41%
		b				bc			b					
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty comparing what other providers were offering	594	158	49	285	305	433	126	35	247	160	81	99	407	180
	47%	54%	34%	46%	47%	58%	33%	28%	48%	48%	42%	46%	48%	44%
		b				bc								
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
I'm still in my handset contract period	199	151	47	101	95	171	**	**	78	50	**	**	128	67
	45%	52%	33%	49%	42%	57%	**	**	47%	39%	**	**	43%	49%
		b												
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
I couldn't afford/ didn't want to pay off my handset in one lump sum	192	146	46	94	96	164	**	**	72	50	**	**	122	68
	44%	50%	32%	45%	42%	55%	**	**	43%	39%	**	**	41%	50%
		b												

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Worried that the service wouldn't be as good with a new provider	828	213	76	390	435	536	223	69	358	206	130	130	564	260
	65%	72%	53%	63%	68%	71%	58%	55%	69%	62%	67%	60%	66%	63%
		b				bc			bd					
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
Worried about being without the mobile service during the switch (P)	236	181	55	115	119	180	**	**	90	68	**	**	158	77
	54%	62%	38%	56%	52%	60%	**	**	53%	53%	**	**	53%	57%
		b												
Base	598	-	-	279	317	286	244	68	238	155	95	110	393	205
Worried about being without the fixed line phone service during the switch (P)	228	**	**	97	130	123	71	**	97	56	33	42	153	75
	38%	**	**	35%	41%	43%	29%	**	41%	36%	35%	38%	39%	36%
						b								
Base	598	-	-	279	317	286	244	68	238	155	95	110	393	205
Worried about being without the broadband service during the switch (P)	338	**	**	144	192	182	122	**	133	84	56	65	217	121
	56%	**	**	51%	61%	64%	50%	**	56%	54%	59%	59%	55%	59%
					a	b								
Base	493	-	-	261	229	307	157	28	225	118	77	70	344	147

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Worried about being without the Pay TV service during the switch (P)	261	-	-	145	115	193	56	12	128	52	40	39	180	79
	53%	-%	-%	56%	50%	63%	35%	42%	57%	44%	52%	56%	52%	54%
				b		bc			b			b	b	b
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Worried that I might have to pay two providers at the same time (P)	609	176	49	297	309	440	132	36	256	155	97	99	411	196
	48%	60%	34%	48%	48%	58%	34%	29%	50%	46%	50%	46%	48%	48%
		b				bc								
Base	1036	294	144	486	545	586	334	111	406	284	159	182	690	341
Did not want to lose my phone number	548	219	76	248	297	343	144	60	214	157	81	94	371	176
	53%	75%	53%	51%	54%	59%	43%	53%	53%	55%	51%	52%	54%	52%
		b				b								
Base	830	-	-	412	415	453	296	82	349	205	130	144	554	274
Didn't want to pay the initial connection/ start-up fees/ equipment costs	523	**	**	234	287	321	163	**	213	131	90	89	343	179
	63%	**	**	57%	69%	71%	55%	**	61%	64%	69%	62%	62%	65%
					a	b								
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	214	171	44	108	105	169	**	**	92	54	**	**	146	65
	49%	58%	30%	52%	46%	56%	**	**	55%	42%	**	**	49%	48%
		b												

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
Needing to unlock my handset to take it with me	195	155	40	99	95	153	**	**	76	53	**	**	128	65
	45%	53%	28%	48%	42%	51%	**	**	45%	41%	**	**	43%	48%
		b												
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Didn't want to have to learn to use a new service	549	160	41	265	280	396	112	40	233	137	87	89	370	176
	43%	55%	29%	43%	43%	53%	29%	32%	45%	41%	45%	41%	43%	43%
		b				bc								
Base	493	-	-	261	229	307	157	28	225	118	77	70	344	147
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	289	**	**	159	129	203	72	**	143	59	44	**	202	86
	59%	**	**	61%	56%	66%	45%	**	63%	50%	57%	**	59%	58%
						b			b					
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Didn't want to lose content (programmes, apps, photos, data) stored on my device	611	191	49	296	312	447	119	44	266	148	98	96	414	194
	48%	65%	34%	48%	48%	59%	31%	35%	51%	44%	50%	44%	49%	47%
		b				bc			b					
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Worried that other devices or products I own would not work with a new service	560 44%	162 55%	31 21%	278 45%	279 43%	407 54%	115 30%	37 30%	242 47%	148 44%	89 46%	77 36%	390 46%	166 41%
		b				bc			df	d	d		d	
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Concern about arranging for the old and new services to start and stop at the same time (P)	716 56%	195 66%	55 38%	342 55%	370 57%	480 64%	176 46%	59 47%	315 61%	170 51%	106 55%	121 56%	485 57%	227 55%
		b				bc			b					
Base	830	-	-	412	415	453	296	82	349	205	130	144	554	274
Did not want to have to install new equipment myself	351 42%	** **	** **	162 39%	188 45%	237 52%	89 30%	** **	154 44%	82 40%	49 38%	64 44%	236 43%	113 41%
						b								
Base	830	-	-	412	415	453	296	82	349	205	130	144	554	274
Did not want to have to get an engineer to install new equipment	388 47%	** **	** **	186 45%	199 48%	264 58%	95 32%	** **	171 49%	86 42%	63 49%	66 46%	257 46%	129 47%
						b								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
It's too time consuming to go through the process of switching from one provider to another	649 51%	182 62%	62 43%	314 51%	333 52%	470 62%	145 38%	34 27%	288 56%	160 48%	95 49%	101 47%	448 53%	196 48%
		b				bc	c		bdf					

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
I was still in a contract so couldn't leave/ would have to pay to leave	548	163	45	272	272	420	106	22	219	143	90	94	361	184
	43%	55%	31%	44%	42%	56%	27%	17%	42%	43%	46%	44%	42%	45%
		b				bc	c							
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty when contacting my current provider	498	144	42	251	244	394	82	20	211	118	85	80	329	165
	39%	49%	29%	41%	38%	52%	21%	16%	41%	36%	44%	37%	39%	40%
		b				bc					b			
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty when contacting potential new providers	509	140	37	253	253	388	97	25	214	133	81	79	347	160
	40%	48%	26%	41%	39%	52%	25%	20%	41%	40%	42%	36%	41%	39%
		b				bc								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Prefer to stay with a trusted/ known provider	916	230	89	438	475	563	262	91	374	247	140	150	621	290
	72%	78%	62%	71%	74%	75%	68%	72%	72%	74%	72%	69%	73%	71%
		b				b								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	695	185	58	344	347	487	161	45	305	173	102	110	477	213
	55%	63%	40%	56%	54%	65%	42%	36%	59%	52%	53%	51%	56%	52%
		b				bc			bdf					

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Bad experience when switching communication services previously	506	153	40	256	246	395	91	18	215	115	90	81	330	172
	40%	52%	28%	41%	38%	52%	24%	15%	42%	35%	47%	38%	39%	42%
		b				bc	c		b		be			b
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	524	150	42	263	257	401	102	20	218	130	89	81	348	170
	41%	51%	29%	43%	40%	53%	26%	16%	42%	39%	46%	38%	41%	42%
		b				bc	c							
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Hassle of needing to contact more than one provider to switch	637	186	54	299	332	459	137	41	270	157	95	110	427	205
	50%	63%	38%	48%	52%	61%	35%	33%	52%	47%	49%	51%	50%	50%
		b				bc								
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty cancelling my current service (P)	517	151	38	256	257	408	90	18	215	125	90	85	339	175
	41%	52%	27%	41%	40%	54%	23%	15%	41%	37%	47%	39%	40%	43%
		b				bc	c				b			
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Did not want to pay disconnection charges	608	163	51	302	301	439	133	35	247	147	104	106	394	211
	48%	55%	36%	49%	47%	58%	34%	28%	48%	44%	54%	49%	46%	51%
		b				bc					b			b
Base	598	-	-	279	317	286	244	68	238	155	95	110	393	205

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL													
	Total			GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Did not want to lose the email address I had from my broadband provider	185	-	-	98	86	109	55	21	85	46	32	23	130	55
	31%	-%	-%	35%	27%	38%	22%	32%	35%	30%	34%	21%	33%	27%
				b		b		b	df	d	d		df	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
Lack of choice	574	501	48	**	**	516	57	270	262
	45%	46%	47%	**	**	47% b	35%	51% b	40%
Base	830	700	78	36	15	717	113	329	459
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	251	220	**	**	**	230	21	127	109
	30%	31%	**	**	**	32% b	19%	39% b	24%
Base	1268	1078	103	63	24	1102	166	530	662
Not knowing what to do to switch	491	431	35	**	**	445	46	252	200
	39%	40%	34%	**	**	40% b	28%	48% b	30%
Base	1268	1078	103	63	24	1102	166	530	662
There wasn't enough cost difference for it to be worth switching	861	751	57	**	**	759	102	358	447
	68%	70% b	55%	**	**	69%	62%	68%	68%
Base	1268	1078	103	63	24	1102	166	530	662
Current provider is still the best deal/ cheapest	942	812	71	**	**	821	122	401	482
	74%	75%	69%	**	**	74%	73%	76%	73%
Base	1268	1078	103	63	24	1102	166	530	662
Current provider has the best quality of service	919	792	71	**	**	804	115	393	473
	72%	73%	70%	**	**	73%	69%	74%	72%

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
I negotiated/ accepted a deal with my current provider	913	774	69	**	**	793	120	386	479
	72%	72%	67%	**	**	72%	73%	73%	72%
Base	1268	1078	103	63	24	1102	166	530	662
Would take too long to research the market	515	456	30	**	**	472	43	253	222
	41%	42%	29%	**	**	43%	26%	48%	34%
		b				b		b	
Base	1268	1078	103	63	24	1102	166	530	662
Difficulty comparing what other providers were offering	594	520	38	**	**	537	56	281	275
	47%	48%	37%	**	**	49%	34%	53%	42%
		b				b		b	
Base	438	377	24	27	9	385	53	201	203
I'm still in my handset contract period	199	174	**	**	**	178	**	104	72
	45%	46%	**	**	**	46%	**	52%	35%
								b	
Base	438	377	24	27	9	385	53	201	203
I couldn't afford/ didn't want to pay off my handset in one lump sum	192	176	**	**	**	173	**	105	65
	44%	47%	**	**	**	45%	**	52%	32%
								b	
Base	1268	1078	103	63	24	1102	166	530	662

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Worried that the service wouldn't be as good with a new provider	828	710	59	**	**	737	91	374	409
	65%	66%	58%	**	**	67% b	55%	71% b	62%
Base	438	377	24	27	9	385	53	201	203
Worried about being without the mobile service during the switch (P)	236	209	**	**	**	212	**	130	92
	54%	55%	**	**	**	55%	**	64% b	46%
Base	598	502	59	24	12	514	85	235	336
Worried about being without the fixed line phone service during the switch (P)	228	195	**	**	**	197	**	112	104
	38%	39%	**	**	**	38%	**	48% b	31%
Base	598	502	59	24	12	514	85	235	336
Worried about being without the broadband service during the switch (P)	338	292	**	**	**	299	**	150	173
	56%	58%	**	**	**	58%	**	64% b	52%
Base	493	428	39	19	8	443	50	195	272
Worried about being without the Pay TV service during the switch (P)	261	233	**	**	**	244	**	117	130
	53%	54%	**	**	**	55%	**	60% b	48%

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
Worried that I might have to pay two providers at the same time (P)	609	531	40	**	**	550	59	302	270
	48%	49%	39%	**	**	50%	35%	57%	41%
		b				b		b	
Base	1036	880	84	51	21	898	137	436	538
Did not want to lose my phone number	548	474	**	**	**	482	66	266	248
	53%	54%	**	**	**	54%	48%	61%	46%
								b	
Base	830	700	78	36	15	717	113	329	459
Didn't want to pay the initial connection/ start-up fees/ equipment costs	523	452	**	**	**	464	60	229	264
	63%	65%	**	**	**	65%	53%	70%	58%
						b		b	
Base	438	377	24	27	9	385	53	201	203
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	214	192	**	**	**	194	**	114	81
	49%	51%	**	**	**	50%	**	57%	40%
								b	
Base	438	377	24	27	9	385	53	201	203
Needing to unlock my handset to take it with me	195	167	**	**	**	178	**	104	74
	45%	44%	**	**	**	46%	**	52%	37%
								b	

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
Didn't want to have to learn to use a new service	549	488	32	**	**	495	53	273	234
	43%	45%	31%	**	**	45%	32%	51%	35%
		b				b		b	
Base	493	428	39	19	8	443	50	195	272
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	289	257	**	**	**	264	**	126	146
	59%	60%	**	**	**	60%	**	65%	54%
								b	
Base	1268	1078	103	63	24	1102	166	530	662
Didn't want to lose content (programmes, apps, photos, data) stored on my device	611	538	39	**	**	552	60	296	272
	48%	50%	38%	**	**	50%	36%	56%	41%
		b				b		b	
Base	1268	1078	103	63	24	1102	166	530	662
Worried that other devices or products I own would not work with a new service	560	487	37	**	**	503	57	272	249
	44%	45%	36%	**	**	46%	34%	51%	38%
						b		b	
Base	1268	1078	103	63	24	1102	166	530	662
Columns Tested: a,b,c,d - a,b - a,b									

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Concern about arranging for the old and new services to start and stop at the same time (P)	716	622	54	**	**	642	74	337	329
	56%	58%	53%	**	**	58% b	45%	64% b	50%
Base	830	700	78	36	15	717	113	329	459
Did not want to have to install new equipment myself	351	301	**	**	**	322	29	159	169
	42%	43%	**	**	**	45% b	26%	48% b	37%
Base	830	700	78	36	15	717	113	329	459
Did not want to have to get an engineer to install new equipment	388	337	**	**	**	349	39	169	195
	47%	48%	**	**	**	49% b	35%	51% b	43%
Base	1268	1078	103	63	24	1102	166	530	662
It's too time consuming to go through the process of switching from one provider to another	649	572	44	**	**	583	66	297	309
	51%	53% b	43%	**	**	53% b	40%	56% b	47%
Base	1268	1078	103	63	24	1102	166	530	662
I was still in a contract so couldn't leave/ would have to pay to leave	548	493	34	**	**	501	47	265	235
	43%	46% b	33%	**	**	45% b	29%	50% b	36%

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
Difficulty when contacting my current provider	498	434	36	**	**	463	35	246	209
	39%	40%	35%	**	**	42% b	21%	46% b	32%
Base	1268	1078	103	63	24	1102	166	530	662
Difficulty when contacting potential new providers	509	452	34	**	**	463	46	253	216
	40%	42%	33%	**	**	42% b	28%	48% b	33%
Base	1268	1078	103	63	24	1102	166	530	662
Prefer to stay with a trusted/ known provider	916	782	73	**	**	801	115	396	467
	72%	73%	71%	**	**	73%	69%	75%	71%
Base	1268	1078	103	63	24	1102	166	530	662
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	695	603	52	**	**	631	64	324	327
	55%	56%	50%	**	**	57% b	39%	61% b	49%
Base	1268	1078	103	63	24	1102	166	530	662
Bad experience when switching communication services previously	506	437	39	**	**	462	44	254	216
	40%	41%	38%	**	**	42% b	27%	48% b	33%
Base	1268	1078	103	63	24	1102	166	530	662

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	524	462	37	**	**	474	50	269	217
	41%	43%	36%	**	**	43% b	30%	51% b	33%
Base	1268	1078	103	63	24	1102	166	530	662
Hassle of needing to contact more than one provider to switch	637	553	45	**	**	571	66	306	291
	50%	51%	44%	**	**	52% b	40%	58% b	44%
Base	1268	1078	103	63	24	1102	166	530	662
Difficulty cancelling my current service (P)	517	447	41	**	**	476	40	261	212
	41%	42%	40%	**	**	43% b	24%	49% b	32%
Base	1268	1078	103	63	24	1102	166	530	662
Did not want to pay disconnection charges	608	528	48	**	**	553	55	302	260
	48%	49%	47%	**	**	50% b	33%	57% b	39%
Base	598	502	59	24	12	514	85	235	336
Did not want to lose the email address I had from my broadband provider	185	155	**	**	**	162	**	80	91
	31%	31%	**	**	**	31%	**	34%	27%

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Base	1268	-	-	-	-	-	-	-	-	-	-
Lack of choice	694	**	**	**	**	**	**	**	**	**	**
55%		**	**	**	**	**	**	**	**	**	**
Base	830	-	-	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	579	**	**	**	**	**	**	**	**	**	**
70%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Not knowing what to do to switch	777	**	**	**	**	**	**	**	**	**	**
61%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	407	**	**	**	**	**	**	**	**	**	**
32%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	326	**	**	**	**	**	**	**	**	**	**
26%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service	349	**	**	**	**	**	**	**	**	**	**
28%		**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	354	**	**	**	**	**	**	**	**	**	**
28%	28%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Would take too long to research the market	753	**	**	**	**	**	**	**	**	**	**
59%	59%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	674	**	**	**	**	**	**	**	**	**	**
53%	53%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
I'm still in my handset contract period	239	**	**	**	**	**	**	**	**	**	**
55%	55%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
I couldn't afford/ didn't want to pay off my handset in one lump sum	245	**	**	**	**	**	**	**	**	**	**
56%	56%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	440	**	**	**	**	**	**	**	**	**	**
35%	35%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	201	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	370	**	**	**	**	**	**	**	**	**	**
	62%	**	**	**	**	**	**	**	**	**	**
Base	598	-	-	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch (P)	260	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**
Base	493	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch (P)	232	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time (P)	659	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**
Base	1036	-	-	-	-	-	-	-	-	-	-
Columns Tested: a,b - a,b - a,b,c - a,b,c											

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	487	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**
Base	830	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	307	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	223	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**
Base	438	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	242	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	719	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**
Base	493	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	204	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	656	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	708	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time (P)	552	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**
Base	830	-	-	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	479	**	**	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**	**	**
Base	830	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	442	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	619	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	719	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	770	**	**	**	**	**	**	**	**	**	**
	61%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	759	**	**	**	**	**	**	**	**	**	**
	60%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	352	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Base	1268	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	573	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	762	**	**	**	**	**	**	**	**	**	**
	60%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	744	**	**	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	631	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	751	**	**	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**	**	**
Base	1268	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	659	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Base	598	-	-	-	-	-	-	-	-	-	-
Did not want to lose the email address I had from my broadband provider	413	**	**	**	**	**	**	**	**	**	**
	69%	**	**	**	**	**	**	**	**	**	**

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Lack of choice	694	**	**	**	**	**	**	**	**	694	449	245	465	229	321	128
	55%	**	**	**	**	**	**	**	**	55%	54%	56%	51%	64% a	52%	61% a
Base	830	-	-	-	-	-	-	-	-	830	830	-	620	211	620	211
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	579	**	**	**	**	**	**	**	**	579	579	**	408	171	408	171
	70%	**	**	**	**	**	**	**	**	70%	70%	**	66%	81% a	66%	81% a
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Not knowing what to do to switch	777	**	**	**	**	**	**	**	**	777	531	246	524	252	383	147
	61%	**	**	**	**	**	**	**	**	61%	64% c	56%	57%	71% a	62%	70% a
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
There wasn't enough cost difference for it to be worth switching	407	**	**	**	**	**	**	**	**	407	260	148	242	165	161	98
	32%	**	**	**	**	**	**	**	**	32%	31%	34%	27%	47% a	26%	47% a
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Current provider is still the best deal/cheapest	326	**	**	**	**	**	**	**	**	326	215	110	178	147	122	94
	26%	**	**	**	**	**	**	**	**	26%	26%	25%	19%	42% a	20%	44% a
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Current provider has the best quality of service	349	**	**	**	**	**	**	**	**	349	233	115	191	157	137	96
	28%	**	**	**	**	**	**	**	**	28%	28%	26%	21%	44%	22%	45%
														a		a
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
I negotiated/ accepted a deal with my current provider	354	**	**	**	**	**	**	**	**	354	211	144	-	354	-	211
	28%	**	**	**	**	**	**	**	**	28%	25%	33%	-%	100%	-%	100%
												b		a		a
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Would take too long to research the market	753	**	**	**	**	**	**	**	**	753	517	236	503	250	367	150
	59%	**	**	**	**	**	**	**	**	59%	62%	54%	55%	71%	59%	71%
											c			a		a
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty comparing what other providers were offering	674	**	**	**	**	**	**	**	**	674	443	231	456	218	320	123
	53%	**	**	**	**	**	**	**	**	53%	53%	53%	50%	62%	52%	58%
														a		
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-
I'm still in my handset contract period	239	**	**	**	**	**	**	**	**	239	**	239	142	96	**	**
	55%	**	**	**	**	**	**	**	**	55%	**	55%	48%	67%	**	**
														a		
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
I couldn't afford/ didn't want to pay off my handset in one lump sum	245	**	**	**	**	**	**	**	**	245	-	245	148	98	-	-
	56%	**	**	**	**	**	**	**	**	56%	-%	56%	50%	68%	-%	-%
										b		b		a		
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Worried that the service wouldn't be as good with a new provider	440	**	**	**	**	**	**	**	**	440	291	149	272	168	191	100
	35%	**	**	**	**	**	**	**	**	35%	35%	34%	30%	47%	31%	47%
														a		a
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-
Worried about being without the mobile service during the switch (P)	201	**	**	**	**	**	**	**	**	201	**	201	113	89	**	**
	46%	**	**	**	**	**	**	**	**	46%	**	46%	38%	62%	**	**
														a		
Base	598	-	-	-	-	-	-	-	-	598	598	-	434	164	434	164
Worried about being without the fixed line phone service during the switch (P)	370	**	**	**	**	**	**	**	**	370	370	**	266	104	266	104
	62%	**	**	**	**	**	**	**	**	62%	62%	**	61%	64%	61%	64%
Base	598	-	-	-	-	-	-	-	-	598	598	-	434	164	434	164
Worried about being without the broadband service during the switch (P)	260	**	**	**	**	**	**	**	**	260	260	**	178	82	178	82
	44%	**	**	**	**	**	**	**	**	44%	44%	**	41%	50%	41%	50%
														a		a

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	493	-	-	-	-	-	-	-	-	493	493	-	392	101	392	101
Worried about being without the Pay TV service during the switch (P)	232	**	**	**	**	**	**	**	**	232	232	**	174	57	174	57
	47%	**	**	**	**	**	**	**	**	47%	47%	**	44%	57% a	44%	57% a
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Worried that I might have to pay two providers at the same time (P)	659	**	**	**	**	**	**	**	**	659	446	213	438	221	320	126
	52%	**	**	**	**	**	**	**	**	52%	54%	49%	48%	62% a	52%	60% a
Base	1036	-	-	-	-	-	-	-	-	1036	598	438	728	308	434	164
Did not want to lose my phone number	487	**	**	**	**	**	**	**	**	487	345	142	315	172	241	104
	47%	**	**	**	**	**	**	**	**	47%	58% c	33% ac	43%	56% a	56%	63%
Base	830	-	-	-	-	-	-	-	-	830	830	-	620	211	620	211
Didn't want to pay the initial connection/ start-up fees/ equipment costs	307	**	**	**	**	**	**	**	**	307	307	**	209	98	209	98
	37%	**	**	**	**	**	**	**	**	37%	37%	**	34%	46% a	34%	46% a
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	223	**	**	**	**	**	**	**	**	223	-	223	123	100	-	-
	51%	**	**	**	**	**	**	**	**	51%	-%	51%	42%	70%	-%	-%
										b		b		a		
Base	438	-	-	-	-	-	-	-	-	438	-	438	294	144	-	-
Needing to unlock my handset to take it with me	242	**	**	**	**	**	**	**	**	242	**	242	139	104	**	**
	55%	**	**	**	**	**	**	**	**	55%	**	55%	47%	72%	**	**
														a		
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Didn't want to have to learn to use a new service	719	**	**	**	**	**	**	**	**	719	483	236	474	245	341	142
	57%	**	**	**	**	**	**	**	**	57%	58%	54%	52%	69%	55%	67%
														a		a
Base	493	-	-	-	-	-	-	-	-	493	493	-	392	101	392	101
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	204	**	**	**	**	**	**	**	**	204	204	**	144	60	144	60
	41%	**	**	**	**	**	**	**	**	41%	41%	**	37%	59%	37%	59%
														a		a
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Didn't want to lose content (programmes, apps, photos, data) stored on my device	656	**	**	**	**	**	**	**	**	656	459	198	414	243	311	148
	52%	**	**	**	**	**	**	**	**	52%	55%	45%	45%	68%	50%	70%
										c	c			a		a
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Worried that other devices or products I own would not work with a new service	708	**	**	**	**	**	**	**	**	708	463	245	459	249	327	136
	56%	**	**	**	**	**	**	**	**	56%	56%	56%	50%	70%	53%	64%
														a		a
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Concern about arranging for the old and new services to start and stop at the same time (P)	552	**	**	**	**	**	**	**	**	552	365	187	362	190	263	102
	44%	**	**	**	**	**	**	**	**	44%	44%	43%	40%	54%	42%	48%
														a		
Base	830	-	-	-	-	-	-	-	-	830	830	-	620	211	620	211
Did not want to have to install new equipment myself	479	**	**	**	**	**	**	**	**	479	479	**	332	148	332	148
	58%	**	**	**	**	**	**	**	**	58%	58%	**	54%	70%	54%	70%
														a		a
Base	830	-	-	-	-	-	-	-	-	830	830	-	620	211	620	211
Did not want to have to get an engineer to install new equipment	442	**	**	**	**	**	**	**	**	442	442	**	306	137	306	137
	53%	**	**	**	**	**	**	**	**	53%	53%	**	49%	65%	49%	65%
														a		a

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
It's too time consuming to go through the process of switching from one provider to another	619	**	**	**	**	**	**	**	**	619	425	194	415	204	303	122
	49%	**	**	**	**	**	**	**	**	49%	51%	44%	45%	57%	49%	58%
											c			a		a
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
I was still in a contract so couldn't leave/ would have to pay to leave	719	**	**	**	**	**	**	**	**	719	490	230	481	238	351	139
	57%	**	**	**	**	**	**	**	**	57%	59%	52%	53%	67%	57%	66%
											c			a		a
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty when contacting my current provider	770	**	**	**	**	**	**	**	**	770	519	251	517	253	367	152
	61%	**	**	**	**	**	**	**	**	61%	62%	57%	57%	71%	59%	72%
														a		a
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty when contacting potential new providers	759	**	**	**	**	**	**	**	**	759	498	260	511	247	357	141
	60%	**	**	**	**	**	**	**	**	60%	60%	60%	56%	70%	58%	67%
														a		a
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Prefer to stay with a trusted/ known provider	352	**	**	**	**	**	**	**	**	352	232	119	199	153	135	98
	28%	**	**	**	**	**	**	**	**	28%	28%	27%	22%	43%	22%	46%
														a		a

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	573	**	**	**	**	**	**	**	**	573	378	195	371	202	262	116
	45%	**	**	**	**	**	**	**	**	45%	46%	45%	41%	57% a	42%	55% a
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Bad experience when switching communication services previously	762	**	**	**	**	**	**	**	**	762	517	245	517	245	376	141
	60%	**	**	**	**	**	**	**	**	60%	62% c	56%	57%	69% a	61%	67%
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	744	**	**	**	**	**	**	**	**	744	499	245	498	246	354	144
	59%	**	**	**	**	**	**	**	**	59%	60%	56%	55%	69% a	57%	69% a
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Hassle of needing to contact more than one provider to switch	631	**	**	**	**	**	**	**	**	631	433	198	409	222	301	132
	50%	**	**	**	**	**	**	**	**	50%	52% c	45%	45%	63% a	49%	63% a
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty cancelling my current service (P)	751	**	**	**	**	**	**	**	**	751	503	248	502	249	360	144
	59%	**	**	**	**	**	**	**	**	59%	61%	57%	55%	70% a	58%	68% a

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Base	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Did not want to pay disconnection charges	659	**	**	**	**	**	**	**	**	659	436	223	444	215	313	123
	52%	**	**	**	**	**	**	**	**	52%	53%	51%	49%	61%	51%	58%
														a		a
Base	598	-	-	-	-	-	-	-	-	598	598	-	434	164	434	164
Did not want to lose the email address I had from my broadband provider	413	**	**	**	**	**	**	**	**	413	413	**	290	123	290	123
	69%	**	**	**	**	**	**	**	**	69%	69%	**	67%	75%	67%	75%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL												
		GENDER				AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Lack of choice	694	145	100	327	365	328	268	95	273	182	107	128	454	236
	55%	49%	70%	53%	57%	44%	70%	76%	53%	55%	55%	59%	53%	58%
			a				a	a						
Base	830	-	-	412	415	453	296	82	349	205	130	144	554	274
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	579	**	**	283	295	253	250	**	232	152	88	107	383	195
	70%	**	**	69%	71%	56%	84%	**	66%	74%	68%	74%	69%	71%
							a			a				
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Not knowing what to do to switch	777	141	105	376	400	368	299	108	306	221	105	144	527	249
	61%	48%	73%	61%	62%	49%	77%	86%	59%	66%	54%	67%	62%	61%
			a				a	ab		ac		c	c	
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
There wasn't enough cost difference for it to be worth switching	407	81	67	197	209	197	155	53	149	114	69	74	263	143
	32%	28%	46%	32%	32%	26%	40%	43%	29%	34%	35%	34%	31%	35%
			a				a	a						a
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Current provider is still the best deal/ cheapest	326	56	54	171	154	166	118	40	136	87	42	59	223	101
	26%	19%	38%	28%	24%	22%	31%	32%	26%	26%	22%	27%	26%	25%
			a				a	a						
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f														

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Current provider has the best quality of service	349	54	62	177	170	168	128	50	151	86	45	65	238	110
	28%	18%	43%	29%	26%	22%	33%	40%	29%	26%	23%	30%	28%	27%
			a				a	a						
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
I negotiated/ accepted a deal with my current provider	354	-	144	177	174	195	117	41	141	89	55	66	231	121
	28%	-%	100%	29%	27%	26%	30%	33%	27%	27%	29%	30%	27%	29%
			a											
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Would take too long to research the market	753	136	100	360	389	365	285	99	291	217	114	127	508	241
	59%	46%	70%	58%	60%	48%	74%	79%	56%	65%	59%	59%	60%	59%
			a				a	a		a				
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty comparing what other providers were offering	674	136	95	333	339	320	260	90	271	173	112	117	443	230
	53%	46%	66%	54%	53%	42%	67%	72%	52%	52%	58%	54%	52%	56%
			a				a	a						
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
I'm still in my handset contract period	239	142	96	105	133	130	**	**	90	78	**	**	168	69
	55%	48%	67%	51%	58%	43%	**	**	53%	61%	**	**	57%	51%
			a											
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
I couldn't afford/ didn't want to pay off my handset in one lump sum	245	148	98	113	132	136	**	**	96	78	**	**	174	68
	56%	50%	68%	55%	58%	45%	**	**	57%	61%	**	**	59%	50%
			a											

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Worried that the service wouldn't be as good with a new provider	440	81	68	229	209	216	163	57	160	127	63	87	287	150
	35%	28%	47%	37%	32%	29%	42%	45%	31%	38%	33%	40%	34%	37%
			a				a	a		a		a		
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
Worried about being without the mobile service during the switch (P)	201	113	89	91	109	121	**	**	78	60	**	**	139	59
	46%	38%	62%	44%	48%	40%	**	**	47%	47%	**	**	47%	43%
			a											
Base	598	-	-	279	317	286	244	68	238	155	95	110	393	205
Worried about being without the fixed line phone service during the switch (P)	370	**	**	182	187	163	174	**	141	99	62	69	240	130
	62%	**	**	65%	59%	57%	71%	**	59%	64%	65%	62%	61%	64%
							a							
Base	598	-	-	279	317	286	244	68	238	155	95	110	393	205
Worried about being without the broadband service during the switch (P)	260	**	**	136	125	104	122	**	105	72	39	45	176	84
	44%	**	**	49%	39%	36%	50%	**	44%	46%	41%	41%	45%	41%
				b			a							
Base	493	-	-	261	229	307	157	28	225	118	77	70	344	147

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Worried about being without the Pay TV service during the switch (P)	232 47%	- -%	- -%	116 44%	114 50% a	114 37%	102 65% a	17 58% a	98 43%	66 56% adef	37 48%	31 44%	164 48%	68 46%
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Worried that I might have to pay two providers at the same time (P)	659 52%	118 40%	95 66% a	322 52%	335 52%	313 42%	253 66% a	89 71% a	261 50%	178 54%	97 50%	117 54%	440 52%	214 52%
Base	1036	294	144	486	545	586	334	111	406	284	159	182	690	341
Did not want to lose my phone number	487 47%	74 25%	68 47% a	238 49%	248 46%	243 41%	190 57% a	52 47%	192 47%	126 45%	77 49%	88 48%	318 46%	165 48%
Base	830	-	-	412	415	453	296	82	349	205	130	144	554	274
Didn't want to pay the initial connection/ start-up fees/ equipment costs	307 37%	** **	** **	178 43% b	128 31%	132 29%	133 45% a	** **	137 39%	74 36%	40 31%	56 38%	211 38%	95 35%
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	223 51%	123 42%	100 70% a	99 48%	123 54%	131 44%	** **	** **	76 45%	74 58%	** **	** **	150 51%	71 52%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	438	294	144	207	228	300	90	44	168	128	64	72	296	136
Needing to unlock my handset to take it with me	242	139	104	108	133	148	**	**	92	76	**	**	168	71
	55%	47%	72%	52%	58%	49%	**	**	55%	59%	**	**	57%	52%
			a											
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Didn't want to have to learn to use a new service	719	133	103	353	364	357	274	86	285	196	107	127	481	234
	57%	45%	71%	57%	57%	47%	71%	68%	55%	59%	55%	59%	57%	57%
			a				a	a						
Base	493	-	-	261	229	307	157	28	225	118	77	70	344	147
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	204	**	**	103	100	104	86	**	83	59	33	**	142	61
	41%	**	**	39%	44%	34%	55%	**	37%	50%	43%	**	41%	42%
							a			a				
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Didn't want to lose content (programmes, apps, photos, data) stored on my device	656	103	95	322	332	306	267	81	252	185	96	120	437	216
	52%	35%	66%	52%	52%	41%	69%	65%	49%	56%	50%	56%	51%	53%
			a				a	a		a				
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f														

SWITCHING EXPERIENCE TRACKER 2020 - WAVE 1 (MARCH TO APRIL 2020) AND WAVE 2 (SEPTEMBER TO OCTOBER 2020)
Table 128

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Worried that other devices or products I own would not work with a new service	708	132	113	341	365	346	271	88	275	185	105	139	461	244
	56%	45%	79%	55%	57%	46%	70%	70%	53%	56%	54%	64%	54%	59%
			a				a	a				abce		a
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Concern about arranging for the old and new services to start and stop at the same time (P)	552	99	89	276	274	273	210	67	203	163	88	96	366	183
	44%	34%	62%	45%	43%	36%	54%	53%	39%	49%	45%	44%	43%	45%
			a				a	a		a				
Base	830	-	-	412	415	453	296	82	349	205	130	144	554	274
Did not want to have to install new equipment myself	479	**	**	249	228	216	207	**	195	123	80	80	318	161
	58%	**	**	61%	55%	48%	70%	**	56%	60%	62%	56%	57%	59%
							a							
Base	830	-	-	412	415	453	296	82	349	205	130	144	554	274
Did not want to have to get an engineer to install new equipment	442	**	**	226	216	188	201	**	179	119	67	78	297	145
	53%	**	**	55%	52%	42%	68%	**	51%	58%	51%	54%	54%	53%
							a							
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
It's too time consuming to go through the process of switching from one provider to another	619	112	82	304	311	283	241	91	230	173	98	116	402	214
	49%	38%	57%	49%	48%	38%	62%	73%	44%	52%	51%	53%	47%	52%
			a				a	ab		a		a		a

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
I was still in a contract so couldn't leave/ would have to pay to leave	719	131	99	346	372	333	280	103	299	190	104	122	489	226
	57%	45%	69%	56%	58%	44%	73%	83%	58%	57%	54%	56%	58%	55%
			a				a	ab						
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty when contacting my current provider	770	150	101	367	399	359	304	105	307	215	108	136	522	245
	61%	51%	71%	59%	62%	48%	79%	84%	59%	64%	56%	63%	61%	60%
			a				a	a		c				
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty when contacting potential new providers	759	154	106	365	391	365	289	101	303	200	113	138	503	250
	60%	52%	74%	59%	61%	48%	75%	80%	59%	60%	58%	64%	59%	61%
			a				a	a						
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Prefer to stay with a trusted/ known provider	352	64	55	180	169	190	124	35	144	86	53	67	230	120
	28%	22%	38%	29%	26%	25%	32%	28%	28%	26%	28%	31%	27%	29%
			a				a							
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	573	109	86	274	297	265	225	80	213	160	91	106	373	197
	45%	37%	60%	44%	46%	35%	58%	64%	41%	48%	47%	49%	44%	48%
			a				a	a		a		a		a

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Bad experience when switching communication services previously	762	141	104	362	397	358	294	107	303	218	103	135	521	238
	60%	48%	72%	59%	62%	48%	76%	85%	58%	65%	53%	62%	61%	58%
			a				a	ab		acf			c	
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	744	144	101	355	387	352	284	105	300	203	105	135	502	240
	59%	49%	71%	57%	60%	47%	74%	84%	58%	61%	54%	62%	59%	58%
			a				a	ab						
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Hassle of needing to contact more than one provider to switch	631	108	90	319	311	294	249	84	247	176	99	107	424	205
	50%	37%	63%	52%	48%	39%	65%	67%	48%	53%	51%	49%	50%	50%
			a				a	a						
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty cancelling my current service (P)	751	142	105	362	387	345	296	107	303	208	103	132	511	235
	59%	48%	73%	59%	60%	46%	77%	85%	59%	63%	53%	61%	60%	57%
			a				a	ab		c				
Base	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Did not want to pay disconnection charges	659	131	92	316	342	313	253	91	270	186	90	110	456	199
	52%	45%	64%	51%	53%	42%	66%	72%	52%	56%	46%	51%	54%	49%
			a				a	a		cf				
Base	598	-	-	279	317	286	244	68	238	155	95	110	393	205

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL													
	Total			GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Did not want to lose the email address I had from my broadband provider	413	-	-	181	232	177	190	46	154	109	62	88	263	150
	69%	-%	-%	65%	73%	62%	78%	68%	65%	70%	66%	79%	67%	73%
					a		ac					abce		ae

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
Lack of choice	694	577	55	**	**	586	108	260	400
	55%	54%	53%	**	**	53%	65% a	49%	60% a
Base	830	700	78	36	15	717	113	329	459
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	579	480	**	**	**	488	91	202	349
	70%	69%	**	**	**	68%	81% a	61%	76% a
Base	1268	1078	103	63	24	1102	166	530	662
Not knowing what to do to switch	777	646	67	**	**	658	119	278	462
	61%	60%	66%	**	**	60%	72% a	52%	70% a
Base	1268	1078	103	63	24	1102	166	530	662
There wasn't enough cost difference for it to be worth switching	407	326	46	**	**	344	64	172	214
	32%	30%	45% a	**	**	31%	38%	32%	32%
Base	1268	1078	103	63	24	1102	166	530	662
Current provider is still the best deal/ cheapest	326	266	32	**	**	282	44	129	179
	26%	25%	31%	**	**	26%	27%	24%	27%
Base	1268	1078	103	63	24	1102	166	530	662
Current provider has the best quality of service	349	286	31	**	**	298	51	138	188
	28%	27%	30%	**	**	27%	31%	26%	28%

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	~c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
I negotiated/ accepted a deal with my current provider	354	304	34	**	**	309	45	144	183
	28%	28%	33%	**	**	28%	27%	27%	28%
Base	1268	1078	103	63	24	1102	166	530	662
Would take too long to research the market	753	622	73	**	**	631	122	277	440
	59%	58%	71%	**	**	57%	74%	52%	66%
			a				a		a
Base	1268	1078	103	63	24	1102	166	530	662
Difficulty comparing what other providers were offering	674	557	65	**	**	565	109	249	386
	53%	52%	63%	**	**	51%	66%	47%	58%
			a				a		a
Base	438	377	24	27	9	385	53	201	203
I'm still in my handset contract period	239	203	**	**	**	207	**	98	131
	55%	54%	**	**	**	54%	**	48%	65%
									a
Base	438	377	24	27	9	385	53	201	203
I couldn't afford/ didn't want to pay off my handset in one lump sum	245	201	**	**	**	212	**	96	137
	56%	53%	**	**	**	55%	**	48%	68%
									a
Base	1268	1078	103	63	24	1102	166	530	662
Columns Tested: a,b,c,d - a,b - a,b									

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Worried that the service wouldn't be as good with a new provider	440	368	44	**	**	366	75	156	252
	35%	34%	42%	**	**	33%	45% a	29%	38% a
Base	438	377	24	27	9	385	53	201	203
Worried about being without the mobile service during the switch (P)	201	168	**	**	**	173	**	72	110
	46%	45%	**	**	**	45%	**	36%	54% a
Base	598	502	59	24	12	514	85	235	336
Worried about being without the fixed line phone service during the switch (P)	370	308	**	**	**	317	**	123	232
	62%	61%	**	**	**	62%	**	52%	69% a
Base	598	502	59	24	12	514	85	235	336
Worried about being without the broadband service during the switch (P)	260	211	**	**	**	215	**	84	163
	44%	42%	**	**	**	42%	**	36%	48% a
Base	493	428	39	19	8	443	50	195	272
Worried about being without the Pay TV service during the switch (P)	232	195	**	**	**	199	**	78	142
	47%	46%	**	**	**	45%	**	40%	52% a

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	~c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
Worried that I might have to pay two providers at the same time (P)	659	546	63	**	**	552	107	228	391
	52%	51%	61%	**	**	50%	65%	43%	59%
			a				a		a
Base	1036	880	84	51	21	898	137	436	538
Did not want to lose my phone number	487	406	**	**	**	416	71	171	291
	47%	46%	**	**	**	46%	52%	39%	54%
									a
Base	830	700	78	36	15	717	113	329	459
Didn't want to pay the initial connection/ start-up fees/ equipment costs	307	248	**	**	**	254	53	99	195
	37%	35%	**	**	**	35%	47%	30%	42%
							a		a
Base	438	377	24	27	9	385	53	201	203
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	223	185	**	**	**	191	**	87	122
	51%	49%	**	**	**	50%	**	43%	60%
									a
Base	438	377	24	27	9	385	53	201	203
Needing to unlock my handset to take it with me	242	210	**	**	**	207	**	98	128
	55%	56%	**	**	**	54%	**	48%	63%
									a

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
Didn't want to have to learn to use a new service	719	589	71	**	**	607	112	258	427
	57%	55%	69%	**	**	55%	68%	49%	65%
			a				a		a
Base	493	428	39	19	8	443	50	195	272
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	204	171	**	**	**	179	**	69	125
	41%	40%	**	**	**	40%	**	35%	46%
									a
Base	1268	1078	103	63	24	1102	166	530	662
Didn't want to lose content (programmes, apps, photos, data) stored on my device	656	539	64	**	**	551	106	234	390
	52%	50%	62%	**	**	50%	64%	44%	59%
			a				a		a
Base	1268	1078	103	63	24	1102	166	530	662
Worried that other devices or products I own would not work with a new service	708	590	66	**	**	599	109	258	413
	56%	55%	64%	**	**	54%	66%	49%	62%
							a		a
Base	1268	1078	103	63	24	1102	166	530	662

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	~c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Concern about arranging for the old and new services to start and stop at the same time (P)	552	455	49	**	**	461	91	193	333
	44%	42%	47%	**	**	42%	55%	36%	50%
							a		a
Base	830	700	78	36	15	717	113	329	459
Did not want to have to install new equipment myself	479	400	**	**	**	395	84	170	290
	58%	57%	**	**	**	55%	74%	52%	63%
							a		a
Base	830	700	78	36	15	717	113	329	459
Did not want to have to get an engineer to install new equipment	442	363	**	**	**	368	74	160	264
	53%	52%	**	**	**	51%	65%	49%	57%
							a		a
Base	1268	1078	103	63	24	1102	166	530	662
It's too time consuming to go through the process of switching from one provider to another	619	505	58	**	**	519	100	233	352
	49%	47%	57%	**	**	47%	60%	44%	53%
			a				a		a
Base	1268	1078	103	63	24	1102	166	530	662
I was still in a contract so couldn't leave/ would have to pay to leave	719	585	69	**	**	601	118	265	426
	57%	54%	67%	**	**	55%	71%	50%	64%
			a				a		a

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Base	1268	1078	103	63	24	1102	166	530	662
Difficulty when contacting my current provider	770	643	67	**	**	640	131	284	452
	61%	60%	65%	**	**	58%	79% a	54%	68% a
Base	1268	1078	103	63	24	1102	166	530	662
Difficulty when contacting potential new providers	759	626	69	**	**	639	120	277	445
	60%	58%	67%	**	**	58%	72% a	52%	67% a
Base	1268	1078	103	63	24	1102	166	530	662
Prefer to stay with a trusted/ known provider	352	296	30	**	**	301	51	135	194
	28%	27%	29%	**	**	27%	31%	25%	29%
Base	1268	1078	103	63	24	1102	166	530	662
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	573	474	51	**	**	471	102	206	334
	45%	44%	50%	**	**	43%	61% a	39%	51% a
Base	1268	1078	103	63	24	1102	166	530	662
Bad experience when switching communication services previously	762	641	64	**	**	640	121	276	445
	60%	59%	62%	**	**	58%	73% a	52%	67% a
Base	1268	1078	103	63	24	1102	166	530	662

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	744	615	66	**	**	628	116	261	444
	59%	57%	64%	**	**	57%	70% a	49%	67% a
Base	1268	1078	103	63	24	1102	166	530	662
Hassle of needing to contact more than one provider to switch	631	525	57	**	**	532	99	224	370
	50%	49%	56%	**	**	48%	60% a	42%	56% a
Base	1268	1078	103	63	24	1102	166	530	662
Difficulty cancelling my current service (P)	751	630	62	**	**	626	125	269	449
	59%	58%	60%	**	**	57%	76% a	51%	68% a
Base	1268	1078	103	63	24	1102	166	530	662
Did not want to pay disconnection charges	659	550	55	**	**	549	110	228	401
	52%	51%	53%	**	**	50%	67% a	43%	61% a
Base	598	502	59	24	12	514	85	235	336
Did not want to lose the email address I had from my broadband provider	413	347	**	**	**	352	**	155	245
	69%	69%	**	**	**	69%	**	66%	73%

Columns Tested: a,b,c,d - a,b - a,b

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

Q44DA. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	108	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	108	-	-	-	-	-	-	-	-	-	-
Total	106	-	-	-	-	-	-	-	-	-	-
Both of my services are within the minimum contract period	63	**	**	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**	**	**
One of my services is within the minimum contract period the other is out of the minimum contract period	12	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
One of my services is within the minimum contract period, but I am not sure about the other	13	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
Don't know	19	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q44DA. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	~a	~b	~a	~b
Unweighted total	108	-	-	-	-	-	-	-	-	108	108	-	80	28	80	28
Effective Weighted Sample	108	-	-	-	-	-	-	-	-	108	108	-	80	28	80	28
Total	106	-	-	-	-	-	-	-	-	106	106	-	79	28	79	28
Both of my services are within the minimum contract period	63	**	**	**	**	**	**	**	**	63	63	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**	59%	59%	**	**	**	**	**
One of my services is within the minimum contract period the other is out of the minimum contract period	12	**	**	**	**	**	**	**	**	12	12	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	11%	11%	**	**	**	**	**
One of my services is within the minimum contract period, but I am not sure about the other	13	**	**	**	**	**	**	**	**	13	13	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	12%	12%	**	**	**	**	**
Don't know	19	**	**	**	**	**	**	**	**	19	19	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	18%	18%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44DA. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	108	-	-	43	64	70	34	4	36	28	20	24	64	44
Effective Weighted Sample	108	-	-	43	64	70	34	4	36	28	20	24	64	44
Total	106	-	-	42	63	69	33	4	35	28	20	24	63	43
Both of my services are within the minimum contract period	63	**	**	**	**	**	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**	**	**	**	**	**
One of my services is within the minimum contract period the other is out of the minimum contract period	12	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**
One of my services is within the minimum contract period, but I am not sure about the other	13	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	19	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44DA. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	108	93	12	2	1	93	15	50	45
Effective Weighted Sample	108	93	12	2	1	93	15	50	45
Total	106	92	12	2	1	92	15	49	44
Both of my services are within the minimum contract period	63	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**
One of my services is within the minimum contract period the other is out of the minimum contract period	12	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**
One of my services is within the minimum contract period, but I am not sure about the other	13	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**
Don't know	19	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q44DB. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	132	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	132	-	-	-	-	-	-	-	-	-	-
Total	102	-	-	-	-	-	-	-	-	-	-
All of my services are within the minimum contract period	65	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**
Some of my services are within the minimum contract period, others are outside of the minimum contract period	24	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
At least some of my services are within the minimum contract period, but I am not sure about the contract status of other services	10	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q44DB. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	a	~b	a	~b
Unweighted total	132	-	-	-	-	-	-	-	-	132	132	-	109	23	109	23
Effective Weighted Sample	132	-	-	-	-	-	-	-	-	132	132	-	109	23	109	23
Total	102	-	-	-	-	-	-	-	-	102	102	-	84	18	84	18
All of my services are within the minimum contract period	65	**	**	**	**	**	**	**	**	65	65	**	55	**	55	**
	64%	**	**	**	**	**	**	**	**	64%	64%	**	65%	**	65%	**
Some of my services are within the minimum contract period, others are outside of the minimum contract period	24	**	**	**	**	**	**	**	**	24	24	**	19	**	19	**
	23%	**	**	**	**	**	**	**	**	23%	23%	**	22%	**	22%	**
At least some of my services are within the minimum contract period, but I am not sure about the contract status of other services	10	**	**	**	**	**	**	**	**	10	10	**	8	**	8	**
	10%	**	**	**	**	**	**	**	**	10%	10%	**	10%	**	10%	**
Don't know	3	**	**	**	**	**	**	**	**	3	3	**	2	**	2	**
	3%	**	**	**	**	**	**	**	**	3%	3%	**	3%	**	3%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q44DB. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	132	-	-	66	65	89	38	5	61	31	19	21	92	40
Effective Weighted Sample	132	-	-	66	65	89	38	5	61	31	19	21	92	40
Total	102	-	-	51	50	69	29	4	47	24	15	16	71	31
All of my services are within the minimum contract period	65	**	**	**	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**	**	**	**
Some of my services are within the minimum contract period, others are outside of the minimum contract period	24	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**
At least some of my services are within the minimum contract period, but I am not sure about the contract status of other services	10	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q44DB. You said earlier that you were still in a contract / didn't want to have to pay to leave your provider. Which of the following best applies to you?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who say that being in a contract/ not wanting to pay to leave was a factor in their decision not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	~a	~b
Unweighted total	132	124	7	1	-	124	8	57	68
Effective Weighted Sample	132	124	7	1	-	124	8	57	68
Total	102	96	5	1	-	96	6	44	52
All of my services are within the minimum contract period	65	60	**	**	**	61	**	**	**
	64%	63%	**	**	**	64%	**	**	**
Some of my services are within the minimum contract period, others are outside of the minimum contract period	24	22	**	**	**	22	**	**	**
	23%	23%	**	**	**	23%	**	**	**
At least some of my services are within the minimum contract period, but I am not sure about the contract status of other services	10	10	**	**	**	9	**	**	**
	10%	10%	**	**	**	10%	**	**	**
Don't know	3	3	**	**	**	3	**	**	**
	3%	3%	**	**	**	3%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1281	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1215	-	-	-	-	-	-	-	-	-	-
Total	1210	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	287	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	198	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	93	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	84	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
Lack of choice	45	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	33	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	31	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	29	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
I'm still in my handset contract period	28	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1281	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1215	-	-	-	-	-	-	-	-	-	-
Total	1210	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	26	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	25	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Did not want to lose my phone number	23	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	20	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	17	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	17	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	16	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1281	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1215	-	-	-	-	-	-	-	-	-	-
Total	1210	-	-	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	14	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	14	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	14	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	13	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Worried that other devices or products I own would not work with a new service	11	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	10	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	10	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	10	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1281	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1215	-	-	-	-	-	-	-	-	-	-
Total	1210	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	8	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	7	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	7	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	6	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	6	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1281	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1215	-	-	-	-	-	-	-	-	-	-
Total	1210	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	6	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	5	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	5	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	4	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	4	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	3	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	3	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Base : Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1281	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1215	-	-	-	-	-	-	-	-	-	-
Total	1210	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	2	**	**	**	**	**	**	**	**	**	**
	%	**	**	**	**	**	**	**	**	**	**
ANY MAIN FACTOR	1159	**	**	**	**	**	**	**	**	**	**
	96%	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTOR	67	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**
None of these were a main factor	36	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
Can't remember	16	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1281	-	-	-	-	-	-	-	-	1281	955	326	961	320	734	221
Effective Weighted Sample	1215	-	-	-	-	-	-	-	-	1215	938	326	911	305	721	217
Total	1210	-	-	-	-	-	-	-	-	1210	792	418	894	317	602	190
I negotiated/ accepted a deal with my current provider	287	**	**	**	**	**	**	**	**	287	230	56	287	-	230	-
	24%	**	**	**	**	**	**	**	**	24%	29%	13%	32%	-%	38%	-%
										c	ac		b		b	
Current provider is still the best deal/ cheapest	198	**	**	**	**	**	**	**	**	198	115	83	130	68	83	32
	16%	**	**	**	**	**	**	**	**	16%	15%	20%	15%	21%	14%	17%
												b		a		
Current provider has the best quality of service	93	**	**	**	**	**	**	**	**	93	57	36	69	24	42	15
	8%	**	**	**	**	**	**	**	**	8%	7%	9%	8%	8%	7%	8%
There wasn't enough cost difference for it to be worth switching	84	**	**	**	**	**	**	**	**	84	56	28	53	31	34	22
	7%	**	**	**	**	**	**	**	**	7%	7%	7%	6%	10%	6%	12%
														a		a
Lack of choice	45	**	**	**	**	**	**	**	**	45	35	10	29	17	22	13
	4%	**	**	**	**	**	**	**	**	4%	4%	2%	3%	5%	4%	7%
Worried that the service wouldn't be as good with a new provider	33	**	**	**	**	**	**	**	**	33	23	10	24	9	15	8
	3%	**	**	**	**	**	**	**	**	3%	3%	2%	3%	3%	3%	4%
I was still in a contract so couldn't leave/ would have to pay to leave	31	**	**	**	**	**	**	**	**	31	24	8	17	14	12	12
	3%	**	**	**	**	**	**	**	**	3%	3%	2%	2%	5%	2%	6%
														a		a
Not knowing what to do to switch	29	**	**	**	**	**	**	**	**	29	17	13	23	7	11	5
	2%	**	**	**	**	**	**	**	**	2%	2%	3%	3%	2%	2%	3%

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Base : Those naming any major factors that made them decide to stay with their current provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1281	-	-	-	-	-	-	-	-	1281	955	326	961	320	734	221
Effective Weighted Sample	1215	-	-	-	-	-	-	-	-	1215	938	326	911	305	721	217
Total	1210	-	-	-	-	-	-	-	-	1210	792	418	894	317	602	190
I'm still in my handset contract period	28	**	**	**	**	**	**	**	**	28	-	28	14	14	-	-
	2%	**	**	**	**	**	**	**	**	2%	-%	7%	2%	4%	-%	-%
										b		ab		a		
Prefer to stay with a trusted/ known provider	26	**	**	**	**	**	**	**	**	26	16	10	19	7	10	6
	2%	**	**	**	**	**	**	**	**	2%	2%	2%	2%	2%	2%	3%
It's too time consuming to go through the process of switching from one provider to another	25	**	**	**	**	**	**	**	**	25	16	9	15	10	12	5
	2%	**	**	**	**	**	**	**	**	2%	2%	2%	2%	3%	2%	2%
Did not want to lose my phone number	23	**	**	**	**	**	**	**	**	23	11	13	13	10	7	4
	2%	**	**	**	**	**	**	**	**	2%	1%	3%	2%	3%	1%	2%
												b				
Difficulty comparing what other providers were offering	20	**	**	**	**	**	**	**	**	20	9	10	13	7	7	3
	2%	**	**	**	**	**	**	**	**	2%	1%	2%	1%	2%	1%	1%
Worried about being without the broadband service during the switch (P)	17	**	**	**	**	**	**	**	**	17	17	-	9	8	9	8
	1%	**	**	**	**	**	**	**	**	1%	2%	-%	1%	2%	2%	4%
										c	c					a
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	17	**	**	**	**	**	**	**	**	17	17	-	15	2	15	2
	1%	**	**	**	**	**	**	**	**	1%	2%	-%	2%	1%	2%	1%
										c	c					

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	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1281	-	-	-	-	-	-	-	-	1281	955	326	961	320	734	221
Effective Weighted Sample	1215	-	-	-	-	-	-	-	-	1215	938	326	911	305	721	217
Total	1210	-	-	-	-	-	-	-	-	1210	792	418	894	317	602	190
Concern about arranging for the old and new services to start and stop at the same time (P)	16 1%	** **	** **	** **	** **	** **	** **	** **	** **	16 1%	9 1%	6 2%	12 1%	4 1%	5 1%	4 2%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	14 1%	** **	** **	** **	** **	** **	** **	** **	** **	14 1%	9 1%	5 1%	10 1%	4 1%	7 1%	2 1%
Hassle of needing to contact more than one provider to switch	14 1%	** **	** **	** **	** **	** **	** **	** **	** **	14 1%	5 1%	9 2% b	12 1%	2 1%	4 1%	1 1%
Would take too long to research the market	14 1%	** **	** **	** **	** **	** **	** **	** **	** **	14 1%	10 1%	4 1%	10 1%	4 1%	8 1%	1 1%
Worried that I might have to pay two providers at the same time (P)	13 1%	** **	** **	** **	** **	** **	** **	** **	** **	13 1%	6 1%	6 2%	9 1%	4 1%	5 1%	1 1%
Worried that other devices or products I own would not work with a new service	11 1%	** **	** **	** **	** **	** **	** **	** **	** **	11 1%	5 1%	5 1%	9 1%	1 *%	5 1%	- -%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	10 1%	** **	** **	** **	** **	** **	** **	** **	** **	10 1%	4 *%	6 2%	5 1%	5 2%	3 *%	1 1%

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		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1281	-	-	-	-	-	-	-	-	1281	955	326	961	320	734	221
Effective Weighted Sample	1215	-	-	-	-	-	-	-	-	1215	938	326	911	305	721	217
Total	1210	-	-	-	-	-	-	-	-	1210	792	418	894	317	602	190
Difficulty when contacting my current provider	10	**	**	**	**	**	**	**	**	10	5	5	6	4	2	2
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	1%	1%
Difficulty when contacting potential new providers	10	**	**	**	**	**	**	**	**	10	6	4	7	3	3	3
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	1%	1%
Difficulty cancelling my current service (P)	9	**	**	**	**	**	**	**	**	9	6	3	4	5	2	4
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	2%	1%	2%
														a		a
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	9	**	**	**	**	**	**	**	**	9	4	5	6	3	4	-
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	1%	1%
Did not want to lose the email address I had from my broadband provider	9	**	**	**	**	**	**	**	**	9	9	-	6	3	6	3
	1%	**	**	**	**	**	**	**	**	1%	1%	-	1%	1%	1%	1%
I couldn't afford/ didn't want to pay off my handset in one lump sum	8	**	**	**	**	**	**	**	**	8	-	8	5	3	-	-
	1%	**	**	**	**	**	**	**	**	1%	-	2%	1%	1%	-	-
										b		ab				
Didn't want to pay the initial connection/ start-up fees/ equipment costs	7	**	**	**	**	**	**	**	**	7	7	-	4	3	4	3
	1%	**	**	**	**	**	**	**	**	1%	1%	-	1%	1%	1%	2%

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		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1281	-	-	-	-	-	-	-	-	1281	955	326	961	320	734	221
Effective Weighted Sample	1215	-	-	-	-	-	-	-	-	1215	938	326	911	305	721	217
Total	1210	-	-	-	-	-	-	-	-	1210	792	418	894	317	602	190
Worried about being without the Pay TV service during the switch (P)	7 1%	** **	** **	** **	** **	** **	** **	** **	** **	7 1%	7 1%	- -%	5 1%	1 *%	5 1%	1 1%
Didn't want to have to learn to use a new service	6 1%	** **	** **	** **	** **	** **	** **	** **	** **	6 1%	5 1%	1 *%	4 *%	3 1%	2 *%	3 1%
Did not want to have to install new equipment myself	6 *0%	** **	** **	** **	** **	** **	** **	** **	** **	6 *0%	6 1%	- -%	2 *%	3 1%	2 *%	3 2% a
Did not want to pay disconnection charges	6 *0%	** **	** **	** **	** **	** **	** **	** **	** **	6 *0%	4 1%	1 *0%	4 *0%	2 1%	2 *0%	2 1%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	5 *0%	** **	** **	** **	** **	** **	** **	** **	** **	5 *0%	5 1%	- -%	4 1%	1 *0%	4 1%	1 *0%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	5 *0%	** **	** **	** **	** **	** **	** **	** **	** **	5 *0%	- -%	5 1%	5 1%	- -%	- -%	- -%

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Total	1210	-	-	-	-	-	-	-	-	1210	792	418	894	317	602	190
Worried about being without the mobile service during the switch (P)	4	**	**	**	**	**	**	**	**	4	-	4	-	4	-	-
	*%	**	**	**	**	**	**	**	**	*%	-%	1% b	-%	1% a	-%	-%
Bad experience when switching communication services previously	4	**	**	**	**	**	**	**	**	4	4	-	2	2	2	2
	*%	**	**	**	**	**	**	**	**	*%	*%	-%	*%	1%	*%	1%
Did not want to have to get an engineer to install new equipment	3	**	**	**	**	**	**	**	**	3	3	-	2	1	2	1
	*%	**	**	**	**	**	**	**	**	*%	*%	-%	*%	*%	*%	*%
Needing to unlock my handset to take it with me	3	**	**	**	**	**	**	**	**	3	-	3	1	1	-	-
	*%	**	**	**	**	**	**	**	**	*%	-%	1% b	*%	*%	-%	-%
Worried about being without the fixed line phone service during the switch (P)	2	**	**	**	**	**	**	**	**	2	2	-	2	-	2	-
	*%	**	**	**	**	**	**	**	**	*%	*%	-%	*%	-%	*%	-%
ANY MAIN FACTOR	1159	**	**	**	**	**	**	**	**	1159	762	396	866	292	591	172
	96%	**	**	**	**	**	**	**	**	96%	96%	95%	97% b	92%	98% b	90%
ANY PROCESS FACTOR	67	**	**	**	**	**	**	**	**	67	47	19	40	26	29	19
	6%	**	**	**	**	**	**	**	**	6%	6%	5%	4%	8% a	5%	10% a

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Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1281	-	-	-	-	-	-	-	-	1281	955	326	961	320	734	221
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Total	1210	-	-	-	-	-	-	-	-	1210	792	418	894	317	602	190
None of these were a main factor	36	**	**	**	**	**	**	**	**	36	22	14	17	19	8	14
	3%	**	**	**	**	**	**	**	**	3%	3%	3%	2%	6%	1%	7%
														a		a
Can't remember	16	**	**	**	**	**	**	**	**	16	8	8	10	5	4	4
	1%	**	**	**	**	**	**	**	**	1%	1%	2%	1%	2%	1%	2%

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1281	227	99	637	638	757	400	122	533	336	195	211	869	406
Effective Weighted Sample	1215	227	99	603	606	714	383	117	505	319	185	201	823	386
Total	1210	291	127	593	611	719	367	121	494	323	183	203	818	386
I negotiated/ accepted a deal with my current provider	287	56	**	144	143	107	135	44	119	82	38	48	201	86
	24%	19%	**	24%	23%	15%	37%	36%	24%	25%	21%	24%	25%	22%
						a	a	a						
Current provider is still the best deal/ cheapest	198	47	**	92	106	113	62	24	81	51	35	31	132	66
	16%	16%	**	16%	17%	16%	17%	20%	16%	16%	19%	15%	16%	17%
Current provider has the best quality of service	93	27	**	53	38	60	26	7	38	23	14	16	61	31
	8%	9%	**	9%	6%	8%	7%	6%	8%	7%	8%	8%	7%	8%
There wasn't enough cost difference for it to be worth switching	84	19	**	39	45	51	26	8	30	26	14	14	56	28
	7%	7%	**	7%	7%	7%	7%	6%	6%	8%	8%	7%	7%	7%
Lack of choice	45	6	**	22	22	27	12	5	21	8	7	8	29	15
	4%	2%	**	4%	4%	4%	3%	4%	4%	2%	4%	4%	4%	4%
Worried that the service wouldn't be as good with a new provider	33	9	**	15	18	24	7	2	17	7	6	3	24	9
	3%	3%	**	3%	3%	3%	2%	2%	3%	2%	3%	2%	3%	2%
I was still in a contract so couldn't leave/ would have to pay to leave	31	5	**	18	13	15	14	3	9	8	6	8	18	14
	3%	2%	**	3%	2%	2%	4%	2%	2%	3%	3%	4%	2%	4%
Not knowing what to do to switch	29	12	**	12	16	25	5	-	11	9	6	4	19	10
	2%	4%	**	2%	3%	3%	1%	bc	2%	3%	3%	2%	2%	3%
I'm still in my handset contract period	28	14	**	14	14	22	4	3	12	8	4	5	19	9
	2%	5%	**	2%	2%	3%	1%	2%	2%	2%	2%	3%	2%	2%
						b								

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	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1281	227	99	637	638	757	400	122	533	336	195	211	869	406
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Total	1210	291	127	593	611	719	367	121	494	323	183	203	818	386
Prefer to stay with a trusted/ known provider	26	9	**	10	16	16	7	3	11	8	3	3	19	6
	2%	3%	**	2%	3%	2%	2%	2%	2%	2%	1%	2%	2%	2%
It's too time consuming to go through the process of switching from one provider to another	25	4	**	13	12	21	4	-	13	8	2	1	21	4
	2%	1%	**	2%	2%	3%	1%	-%	3%	3%	1%	1%	3%	1%
Did not want to lose my phone number	23	6	**	16	7	12	7	4	8	8	4	3	16	8
	2%	2%	**	3%	1%	2%	2%	4%	2%	2%	2%	2%	2%	2%
				b										
Difficulty comparing what other providers were offering	20	6	**	10	10	17	1	2	10	6	1	3	16	4
	2%	2%	**	2%	2%	2%	*%	1%	2%	2%	1%	1%	2%	1%
						b								
Worried about being without the broadband service during the switch (P)	17	-	**	8	8	12	6	-	4	6	3	4	11	6
	1%	-%	**	1%	1%	2%	2%	-%	1%	2%	1%	2%	1%	2%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	17	-	**	7	10	15	2	-	8	5	3	1	13	4
	1%	-%	**	1%	2%	2%	1%	-%	2%	1%	2%	1%	2%	1%
Concern about arranging for the old and new services to start and stop at the same time (P)	16	6	**	7	9	15	-	1	8	4	3	1	12	4
	1%	2%	**	1%	1%	2%	-%	1%	2%	1%	1%	1%	1%	1%
						b								

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	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	1281	227	99	637	638	757	400	122	533	336	195	211	869	406
Effective Weighted Sample	1215	227	99	603	606	714	383	117	505	319	185	201	823	386
Total	1210	291	127	593	611	719	367	121	494	323	183	203	818	386
Didn't want to lose content (programmes, apps, photos, data) stored on my device	14	3	**	9	5	9	4	1	5	-	2	6	5	8
	1%	1%	**	1%	1%	1%	1%	1%	1%	-%	1% b	3% be	1%	2% be
Hassle of needing to contact more than one provider to switch	14	8	**	4	10	12	1	1	4	5	4	2	9	6
	1%	3%	**	1%	2%	2% b	*%	1%	1%	1%	2%	1%	1%	1%
Would take too long to research the market	14	1	**	6	8	11	2	1	7	1	3	3	7	6
	1%	*%	**	1%	1%	1%	*%	1%	1%	*%	2%	1%	1%	2%
Worried that I might have to pay two providers at the same time (P)	13	4	**	5	8	11	-	1	8	1	-	3	9	3
	1%	1%	**	1%	1%	2% b	-%	1% b	2%	*%	-%	2%	1%	1%
Worried that other devices or products I own would not work with a new service	11	4	**	8	3	10	1	-	5	4	-	2	9	2
	1%	1%	**	1%	*%	1%	*%	-%	1%	1%	-%	1%	1%	1%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	10	3	**	4	6	9	1	-	-	6	3	1	6	4
	1%	1%	**	1%	1%	1%	*%	-%	-%	2% a	2% a	*%	1% a	1% a
Difficulty when contacting my current provider	10	4	**	5	5	6	4	-	6	2	-	2	8	2
	1%	1%	**	1%	1%	1%	1%	-%	1%	1%	-%	1%	1%	1%
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	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1281	227	99	637	638	757	400	122	533	336	195	211	869	406
Effective Weighted Sample	1215	227	99	603	606	714	383	117	505	319	185	201	823	386
Total	1210	291	127	593	611	719	367	121	494	323	183	203	818	386
Difficulty when contacting potential new providers	10	4	**	4	6	6	4	-	3	3	3	1	6	4
	1%	1%	**	1%	1%	1%	1%	-%	1%	1%	2%	*%	1%	1%
Difficulty cancelling my current service (P)	9	1	**	3	6	4	2	2	2	4	2	1	6	3
	1%	*%	**	1%	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	9	3	**	5	4	8	1	-	5	3	-	1	8	1
	1%	1%	**	1%	1%	1%	*%	-%	1%	1%	-%	1%	1%	*%
Did not want to lose the email address I had from my broadband provider	9	-	**	3	5	1	4	4	3	4	-	2	6	2
	1%	-%	**	1%	1%	*%	1%	4%	1%	1%	-%	1%	1%	1%
							a	a						
I couldn't afford/ didn't want to pay off my handset in one lump sum	8	5	**	3	5	6	1	-	1	4	-	3	5	3
	1%	2%	**	*%	1%	1%	*%	-%	*%	1%	-%	1%	1%	1%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	7	-	**	3	4	4	2	1	3	2	-	1	5	1
	1%	-%	**	1%	1%	1%	*%	1%	1%	1%	-%	1%	1%	*%
Worried about being without the Pay TV service during the switch (P)	7	-	**	2	4	5	1	-	4	1	1	-	5	1
	1%	-%	**	*%	1%	1%	*%	-%	1%	*%	1%	-%	1%	*%

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	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	1281	227	99	637	638	757	400	122	533	336	195	211	869	406
Effective Weighted Sample	1215	227	99	603	606	714	383	117	505	319	185	201	823	386
Total	1210	291	127	593	611	719	367	121	494	323	183	203	818	386
Didn't want to have to learn to use a new service	6 1%	1 *%	** **	2 *%	4 1%	5 1%	1 *%	- -%	4 1%	- -%	1 1%	1 *%	4 *%	2 1%
Did not want to have to install new equipment myself	6 *%	- -%	** **	1 *%	4 1%	3 *%	2 1%	1 1%	1 *%	2 1%	1 1%	2 1%	3 *%	3 1%
Did not want to pay disconnection charges	6 *%	1 *%	** **	3 *%	3 *%	2 *%	3 1%	- -%	3 1%	- -%	2 1%	1 *%	3 *%	2 1%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	5 *%	- -%	** **	2 *%	3 *%	4 1%	1 *%	- -%	2 *%	1 *%	1 1%	- -%	4 *%	1 *%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	5 *%	5 2%	** **	3 *%	3 *%	5 1%	- -%	- -%	3 1%	3 1%	- -%	- -%	5 1%	- -%
Worried about being without the mobile service during the switch (P)	4 *%	- -%	** **	1 *%	3 *%	4 1%	- -%	- -%	- -%	3 1% a	- -%	1 1%	3 *%	1 *%
Bad experience when switching communication services previously	4 *%	- -%	** **	3 1%	1 *%	4 1%	- -%	- -%	2 *%	1 *%	1 *%	- -%	3 *%	1 *%

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	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1281	227	99	637	638	757	400	122	533	336	195	211	869	406
Effective Weighted Sample	1215	227	99	603	606	714	383	117	505	319	185	201	823	386
Total	1210	291	127	593	611	719	367	121	494	323	183	203	818	386
Did not want to have to get an engineer to install new equipment	3	-	**	2	1	2	1	-	1	1	1	-	2	1
	*%	-%	**	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%
Needing to unlock my handset to take it with me	3	1	**	-	3	1	1	-	-	-	-	3	-	3
	*%	*%	**	-%	*%	*%	*%	-%	-%	-%	-%	1%	-%	1%
												abe		e
Worried about being without the fixed line phone service during the switch (P)	2	-	**	1	1	-	2	-	1	-	-	1	1	1
	*%	-%	**	*%	*%	-%	1%	-%	*%	-%	-%	*%	*%	*%
							a							
ANY MAIN FACTOR	1159	276	**	563	591	681	357	118	471	317	174	192	788	366
	96%	95%	**	95%	97%	95%	97%	98%	95%	98%	95%	94%	96%	95%
										df				
ANY PROCESS FACTOR	67	12	**	27	38	51	11	5	28	18	9	11	47	20
	6%	4%	**	5%	6%	7%	3%	4%	6%	6%	5%	6%	6%	5%
						b								
None of these were a main factor	36	9	**	20	15	22	11	3	19	6	2	8	25	11
	3%	3%	**	3%	2%	3%	3%	2%	4%	2%	1%	4%	3%	3%
Can't remember	16	6	**	10	5	16	-	-	4	1	6	3	5	9
	1%	2%	**	2%	1%	2%	-%	-%	1%	*%	3%	2%	1%	2%
						b					abe			be

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Base : Those naming any major factors that made them decide to stay with their current provider

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1281	1092	102	63	24	1115	166	534	677
Effective Weighted Sample	1215	1035	98	60	23	1057	159	506	643
Total	1210	1031	93	62	24	1051	159	511	630
I negotiated/ accepted a deal with my current provider	287	237	21	**	**	238	49	97	183
	24%	23%	23%	**	**	23%	31% a	19%	29% a
Current provider is still the best deal/ cheapest	198	170	16	**	**	171	27	71	115
	16%	16%	17%	**	**	16%	17%	14%	18% a
Current provider has the best quality of service	93	77	11	**	**	78	14	38	51
	8%	7%	12%	**	**	7%	9%	7%	8%
There wasn't enough cost difference for it to be worth switching	84	75	4	**	**	70	14	28	49
	7%	7%	4%	**	**	7%	9%	6%	8%
Lack of choice	45	39	5	**	**	41	4	19	25
	4%	4%	5%	**	**	4%	3%	4%	4%
Worried that the service wouldn't be as good with a new provider	33	30	2	**	**	31	2	18	14
	3%	3%	2%	**	**	3%	1%	3%	2%
I was still in a contract so couldn't leave/ would have to pay to leave	31	29	1	**	**	31	-	11	18
	3%	3%	1%	**	**	3% b	-%	2%	3%
Not knowing what to do to switch	29	23	2	**	**	26	3	18	10
	2%	2%	2%	**	**	2%	2%	3% b	2%
Columns Tested: a,b,c,d - a,b - a,b									

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	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1281	1092	102	63	24	1115	166	534	677
Effective Weighted Sample	1215	1035	98	60	23	1057	159	506	643
Total	1210	1031	93	62	24	1051	159	511	630
I'm still in my handset contract period	28	26	-	**	**	23	5	13	9
	2%	2%	~%	**	**	2%	3%	3%	1%
Prefer to stay with a trusted/ known provider	26	20	4	**	**	25	1	14	10
	2%	2%	4%	**	**	2%	1%	3%	2%
It's too time consuming to go through the process of switching from one provider to another	25	23	1	**	**	22	3	10	13
	2%	2%	1%	**	**	2%	2%	2%	2%
Did not want to lose my phone number	23	21	2	**	**	21	2	12	11
	2%	2%	2%	**	**	2%	1%	2%	2%
Difficulty comparing what other providers were offering	20	15	1	**	**	17	2	10	8
	2%	1%	1%	**	**	2%	1%	2%	1%
Worried about being without the broadband service during the switch (P)	17	15	1	**	**	15	2	5	11
	1%	1%	1%	**	**	1%	1%	1%	2%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	17	16	1	**	**	15	2	10	6
	1%	2%	2%	**	**	1%	1%	2%	1%
Concern about arranging for the old and new services to start and stop at the same time (P)	16	14	1	**	**	13	3	10	4
	1%	1%	1%	**	**	1%	2%	2%	1%

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	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1281	1092	102	63	24	1115	166	534	677
Effective Weighted Sample	1215	1035	98	60	23	1057	159	506	643
Total	1210	1031	93	62	24	1051	159	511	630
Didn't want to lose content (programmes, apps, photos, data) stored on my device	14	13	1	**	**	12	2	10	4
	1%	1%	1%	**	**	1%	1%	2% b	1%
Hassle of needing to contact more than one provider to switch	14	12	1	**	**	12	3	7	6
	1%	1%	1%	**	**	1%	2%	1%	1%
Would take too long to research the market	14	14	-	**	**	14	-	8	4
	1%	1%	-%	**	**	1%	-%	2%	1%
Worried that I might have to pay two providers at the same time (P)	13	12	1	**	**	13	-	7	6
	1%	1%	1%	**	**	1%	-%	1%	1%
Worried that other devices or products I own would not work with a new service	11	11	-	**	**	9	1	7	2
	1%	1%	-%	**	**	1%	1%	1% b	*%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	10	8	1	**	**	10	-	8	3
	1%	1%	1%	**	**	1%	-%	1%	*%
Difficulty when contacting my current provider	10	8	1	**	**	8	2	6	3
	1%	1%	1%	**	**	1%	1%	1%	1%

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Significance Level: 95%		a	b	~c	~d	a	b	a	b
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Effective Weighted Sample	1215	1035	98	60	23	1057	159	506	643
Total	1210	1031	93	62	24	1051	159	511	630
Difficulty when contacting potential new providers	10	9	-	**	**	7	3	3	6
	1%	1%	-%	**	**	1%	2%	1%	1%
Difficulty cancelling my current service (P)	9	6	2	**	**	8	1	5	4
	1%	1%	2%	**	**	1%	*%	1%	1%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	9	8	1	**	**	9	-	5	4
	1%	1%	1%	**	**	1%	-%	1%	1%
Did not want to lose the email address I had from my broadband provider	9	6	2	**	**	4	5	4	4
	1%	1%	2%	**	**	*%	3%	1%	1%
							a		
I couldn't afford/ didn't want to pay off my handset in one lump sum	8	6	-	**	**	8	-	5	3
	1%	1%	-%	**	**	1%	-%	1%	*%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	7	6	1	**	**	5	1	3	3
	1%	1%	1%	**	**	1%	1%	1%	1%
Worried about being without the Pay TV service during the switch (P)	7	6	-	**	**	6	1	5	1
	1%	1%	-%	**	**	1%	*%	1%	*%

Columns Tested: a,b,c,d - a,b - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1281	1092	102	63	24	1115	166	534	677
Effective Weighted Sample	1215	1035	98	60	23	1057	159	506	643
Total	1210	1031	93	62	24	1051	159	511	630
Didn't want to have to learn to use a new service	6 1%	5 1%	1 1%	** **	** **	5 *%	1 1%	5 1% b	1 *%
Did not want to have to install new equipment myself	6 *%	4 *%	1 1%	** **	** **	5 *%	1 1%	5 1% b	1 *%
Did not want to pay disconnection charges	6 *%	5 *%	1 1%	** **	** **	6 1%	- -%	- -%	3 *%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	5 *%	5 1%	- -%	** **	** **	4 *%	1 *%	3 1%	2 *%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	5 *%	5 *%	- -%	** **	** **	5 *%	- -%	4 1%	1 *%
Worried about being without the mobile service during the switch (P)	4 *%	4 *%	- -%	** **	** **	4 *%	- -%	4 1% b	- -%
Bad experience when switching communication services previously	4 *%	2 *%	1 1%	** **	** **	3 *%	1 *%	3 1%	1 *%

Columns Tested: a,b,c,d - a,b - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those naming any major factors that made them decide to stay with their current provider

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1281	1092	102	63	24	1115	166	534	677
Effective Weighted Sample	1215	1035	98	60	23	1057	159	506	643
Total	1210	1031	93	62	24	1051	159	511	630
Did not want to have to get an engineer to install new equipment	3	3	-	**	**	2	1	1	2
	*%	*%	-%	**	**	*%	*%	*%	*%
Needing to unlock my handset to take it with me	3	1	1	**	**	3	-	3	-
	*%	*%	1%	**	**	*%	-%	1%	-%
			a						
Worried about being without the fixed line phone service during the switch (P)	2	2	-	**	**	2	-	-	2
	*%	*%	-%	**	**	*%	-%	-%	*%
ANY MAIN FACTOR	1159	989	88	**	**	1002	157	493	603
	96%	96%	94%	**	**	95%	98%	96%	96%
ANY PROCESS FACTOR	67	58	4	**	**	60	6	36	28
	6%	6%	4%	**	**	6%	4%	7%	4%
None of these were a main factor	36	29	4	**	**	33	3	12	22
	3%	3%	5%	**	**	3%	2%	2%	3%
Can't remember	16	13	1	**	**	16	-	6	6
	1%	1%	1%	**	**	1%	-%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	287	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	198	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	93	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	84	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
Lack of choice	45	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	33	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	31	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	29	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
I'm still in my handset contract period	28	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	26	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	25	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Did not want to lose my phone number	23	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	20	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	17	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	17	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	16	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	14	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	14	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	14	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	13	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Worried that other devices or products I own would not work with a new service	11	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	10	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	10	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	10	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Did not want to lose the email address I had from my broadband provider	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
I couldn't afford/ didn't want to pay off my handset in one lump sum	8	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	7	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	7	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	6	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	6	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**

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		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	6	**	**	**	**	**	**	**	**	**	**
%	%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	5	**	**	**	**	**	**	**	**	**	**
%	%	**	**	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	5	**	**	**	**	**	**	**	**	**	**
%	%	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	4	**	**	**	**	**	**	**	**	**	**
%	%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	4	**	**	**	**	**	**	**	**	**	**
%	%	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	3	**	**	**	**	**	**	**	**	**	**
%	%	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	3	**	**	**	**	**	**	**	**	**	**
%	%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Base : Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1341	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	-	-
Total	1268	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch (P)	2	**	**	**	**	**	**	**	**	**	**
	%	**	**	**	**	**	**	**	**	**	**
ANY MAIN FACTOR	1159	**	**	**	**	**	**	**	**	**	**
	91%	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTOR	67	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**
None of these were a main factor	36	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
Can't remember	16	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
NO MAJOR FACTOR	58	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
I negotiated/ accepted a deal with my current provider	287	**	**	**	**	**	**	**	**	287	230	56	287	-	230	-
	23%	**	**	**	**	**	**	**	**	23%	28%	13%	31%	-%	37%	-%
										c	ac		b		b	
Current provider is still the best deal/ cheapest	198	**	**	**	**	**	**	**	**	198	115	83	130	68	83	32
	16%	**	**	**	**	**	**	**	**	16%	14%	19%	14%	19%	13%	15%
												b		a		
Current provider has the best quality of service	93	**	**	**	**	**	**	**	**	93	57	36	69	24	42	15
	7%	**	**	**	**	**	**	**	**	7%	7%	8%	8%	7%	7%	7%
There wasn't enough cost difference for it to be worth switching	84	**	**	**	**	**	**	**	**	84	56	28	53	31	34	22
	7%	**	**	**	**	**	**	**	**	7%	7%	6%	6%	9%	5%	10%
															a	a
Lack of choice	45	**	**	**	**	**	**	**	**	45	35	10	29	17	22	13
	4%	**	**	**	**	**	**	**	**	4%	4%	2%	3%	5%	4%	6%
Worried that the service wouldn't be as good with a new provider	33	**	**	**	**	**	**	**	**	33	23	10	24	9	15	8
	3%	**	**	**	**	**	**	**	**	3%	3%	2%	3%	3%	2%	4%
I was still in a contract so couldn't leave/ would have to pay to leave	31	**	**	**	**	**	**	**	**	31	24	8	17	14	12	12
	2%	**	**	**	**	**	**	**	**	2%	3%	2%	2%	4%	2%	6%
														a		a
Not knowing what to do to switch	29	**	**	**	**	**	**	**	**	29	17	13	23	7	11	5
	2%	**	**	**	**	**	**	**	**	2%	2%	3%	2%	2%	2%	3%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
I'm still in my handset contract period	28	**	**	**	**	**	**	**	**	28	-	28	14	14	-	-
	2%	**	**	**	**	**	**	**	**	2%	-%	6%	2%	4%	-%	-%
										b		ab		a		
Prefer to stay with a trusted/ known provider	26	**	**	**	**	**	**	**	**	26	16	10	19	7	10	6
	2%	**	**	**	**	**	**	**	**	2%	2%	2%	2%	2%	2%	3%
It's too time consuming to go through the process of switching from one provider to another	25	**	**	**	**	**	**	**	**	25	16	9	15	10	12	5
	2%	**	**	**	**	**	**	**	**	2%	2%	2%	2%	3%	2%	2%
Did not want to lose my phone number	23	**	**	**	**	**	**	**	**	23	11	13	13	10	7	4
	2%	**	**	**	**	**	**	**	**	2%	1%	3%	1%	3%	1%	2%
												b				
Difficulty comparing what other providers were offering	20	**	**	**	**	**	**	**	**	20	9	10	13	7	7	3
	2%	**	**	**	**	**	**	**	**	2%	1%	2%	1%	2%	1%	1%
Worried about being without the broadband service during the switch (P)	17	**	**	**	**	**	**	**	**	17	17	-	9	8	9	8
	1%	**	**	**	**	**	**	**	**	1%	2%	-%	1%	2%	2%	4%
										c	c					a
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	17	**	**	**	**	**	**	**	**	17	17	-	15	2	15	2
	1%	**	**	**	**	**	**	**	**	1%	2%	-%	2%	1%	2%	1%
										c	c					

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Concern about arranging for the old and new services to start and stop at the same time (P)	16 1%	** **	** **	** **	** **	** **	** **	** **	** **	16 1%	9 1%	6 1%	12 1%	4 1%	5 1%	4 2%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	14 1%	** **	** **	** **	** **	** **	** **	** **	** **	14 1%	9 1%	5 1%	10 1%	4 1%	7 1%	2 1%
Hassle of needing to contact more than one provider to switch	14 1%	** **	** **	** **	** **	** **	** **	** **	** **	14 1%	5 1%	9 2% b	12 1%	2 1%	4 1%	1 *%
Would take too long to research the market	14 1%	** **	** **	** **	** **	** **	** **	** **	** **	14 1%	10 1%	4 1%	10 1%	4 1%	8 1%	1 1%
Worried that I might have to pay two providers at the same time (P)	13 1%	** **	** **	** **	** **	** **	** **	** **	** **	13 1%	6 1%	6 1%	9 1%	4 1%	5 1%	1 1%
Worried that other devices or products I own would not work with a new service	11 1%	** **	** **	** **	** **	** **	** **	** **	** **	11 1%	5 1%	5 1%	9 1%	1 *%	5 1%	- -%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	10 1%	** **	** **	** **	** **	** **	** **	** **	** **	10 1%	4 *%	6 1%	5 1%	5 1%	3 *%	1 *%

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Difficulty when contacting my current provider	10	**	**	**	**	**	**	**	**	10	5	5	6	4	2	2
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	1%	1%
Difficulty when contacting potential new providers	10	**	**	**	**	**	**	**	**	10	6	4	7	3	3	3
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	1%	1%
Difficulty cancelling my current service (P)	9	**	**	**	**	**	**	**	**	9	6	3	4	5	2	4
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	1%	1%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	9	**	**	**	**	**	**	**	**	9	4	5	6	3	4	-
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	1%	1%
Did not want to lose the email address I had from my broadband provider	9	**	**	**	**	**	**	**	**	9	9	-	6	3	6	3
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	1%	1%
I couldn't afford/ didn't want to pay off my handset in one lump sum	8	**	**	**	**	**	**	**	**	8	-	8	5	3	-	-
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	1%	1%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	7	**	**	**	**	**	**	**	**	7	7	-	4	3	4	3
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	1%	1%

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Worried about being without the Pay TV service during the switch (P)	7	**	**	**	**	**	**	**	**	7	7	-	5	1	5	1
	1%	**	**	**	**	**	**	**	**	1%	1%	-%	1%	*%	1%	1%
Didn't want to have to learn to use a new service	6	**	**	**	**	**	**	**	**	6	5	1	4	3	2	3
	*%	**	**	**	**	**	**	**	**	*%	1%	*%	*%	1%	*%	1%
Did not want to have to install new equipment myself	6	**	**	**	**	**	**	**	**	6	6	-	2	3	2	3
	*%	**	**	**	**	**	**	**	**	*%	1%	-%	*%	1%	*%	2% a
Did not want to pay disconnection charges	6	**	**	**	**	**	**	**	**	6	4	1	4	2	2	2
	*%	**	**	**	**	**	**	**	**	*%	1%	*%	*%	*%	*%	1%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	5	**	**	**	**	**	**	**	**	5	5	-	4	1	4	1
	*%	**	**	**	**	**	**	**	**	*%	1%	-%	*%	*%	1%	*%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	5	**	**	**	**	**	**	**	**	5	-	5	5	-	-	-
	*%	**	**	**	**	**	**	**	**	*%	-%	1%	1%	-%	-%	-%
										b		b				

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
Worried about being without the mobile service during the switch (P)	4	**	**	**	**	**	**	**	**	4	-	4	-	4	-	-
	*%	**	**	**	**	**	**	**	**	*%	-%	1% b	-%	1% a	-%	-%
Bad experience when switching communication services previously	4	**	**	**	**	**	**	**	**	4	4	-	2	2	2	2
	*%	**	**	**	**	**	**	**	**	*%	*%	-%	*%	1%	*%	1%
Did not want to have to get an engineer to install new equipment	3	**	**	**	**	**	**	**	**	3	3	-	2	1	2	1
	*%	**	**	**	**	**	**	**	**	*%	*%	-%	*%	*%	*%	*%
Needing to unlock my handset to take it with me	3	**	**	**	**	**	**	**	**	3	-	3	1	1	-	-
	*%	**	**	**	**	**	**	**	**	*%	-%	1% b	*%	*%	-%	-%
Worried about being without the fixed line phone service during the switch (P)	2	**	**	**	**	**	**	**	**	2	2	-	2	-	2	-
	*%	**	**	**	**	**	**	**	**	*%	*%	-%	*%	-%	*%	-%
ANY MAIN FACTOR	1159	**	**	**	**	**	**	**	**	1159	762	396	866	292	591	172
	91%	**	**	**	**	**	**	**	**	91%	92%	91%	95% b	82%	95% b	81%
ANY PROCESS FACTOR	67	**	**	**	**	**	**	**	**	67	47	19	40	26	29	19
	5%	**	**	**	**	**	**	**	**	5%	6%	4%	4%	7% a	5%	9% a

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	b	a	b
Significance Level: 95%																
Unweighted total	1341	-	-	-	-	-	-	-	-	1341	1000	341	983	358	754	246
Effective Weighted Sample	1272	-	-	-	-	-	-	-	-	1272	982	341	932	341	741	241
Total	1268	-	-	-	-	-	-	-	-	1268	830	438	913	354	620	211
None of these were a main factor	36	**	**	**	**	**	**	**	**	36	22	14	17	19	8	14
	3%	**	**	**	**	**	**	**	**	3%	3%	3%	2%	5%	1%	7%
														a		a
Can't remember	16	**	**	**	**	**	**	**	**	16	8	8	10	5	4	4
	1%	**	**	**	**	**	**	**	**	1%	1%	2%	1%	1%	1%	2%
NO MAJOR FACTOR	58	**	**	**	**	**	**	**	**	58	38	19	20	38	17	21
	5%	**	**	**	**	**	**	**	**	5%	5%	4%	2%	11%	3%	10%
														a		a

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
I negotiated/ accepted a deal with my current provider	287	56	-	144	143	107	135	44	119	82	38	48	201	86
	23%	19%	-%	23%	22%	14%	35%	35%	23%	25%	19%	22%	24%	21%
		b					a	a						
Current provider is still the best deal/ cheapest	198	47	36	92	106	113	62	24	81	51	35	31	132	66
	16%	16%	25%	15%	16%	15%	16%	19%	16%	15%	18%	14%	16%	16%
Current provider has the best quality of service	93	27	9	53	38	60	26	7	38	23	14	16	61	31
	7%	9%	6%	9%	6%	8%	7%	5%	7%	7%	7%	7%	7%	7%
There wasn't enough cost difference for it to be worth switching	84	19	9	39	45	51	26	8	30	26	14	14	56	28
	7%	7%	6%	6%	7%	7%	7%	6%	6%	8%	7%	6%	7%	7%
Lack of choice	45	6	4	22	22	27	12	5	21	8	7	8	29	15
	4%	2%	3%	4%	3%	4%	3%	4%	4%	2%	3%	4%	3%	4%
Worried that the service wouldn't be as good with a new provider	33	9	1	15	18	24	7	2	17	7	6	3	24	9
	3%	3%	1%	2%	3%	3%	2%	2%	3%	2%	3%	1%	3%	2%
I was still in a contract so couldn't leave/ would have to pay to leave	31	5	3	18	13	15	14	3	9	8	6	8	18	14
	2%	2%	2%	3%	2%	2%	4%	2%	2%	3%	3%	4%	2%	3%
Not knowing what to do to switch	29	12	1	12	16	25	5	-	11	9	6	4	19	10
	2%	4%	1%	2%	3%	3%	1%	-%	2%	3%	3%	2%	2%	2%
						bc								
I'm still in my handset contract period	28	14	14	14	14	22	4	3	12	8	4	5	19	9
	2%	5%	10%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%
						b								

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Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Prefer to stay with a trusted/ known provider	26 2%	9 3%	1 1%	10 2%	16 2%	16 2%	7 2%	3 2%	11 2%	8 2%	3 1%	3 2%	19 2%	6 1%
It's too time consuming to go through the process of switching from one provider to another	25 2%	4 1%	5 4%	13 2%	12 2%	21 3%	4 1%	- -%	13 3%	8 2%	2 1%	1 1%	21 3%	4 1%
Did not want to lose my phone number	23 2%	6 2%	6 4%	16 3% b	7 1%	12 2%	7 2%	4 3%	8 2%	8 2%	4 2%	3 2%	16 2%	8 2%
Difficulty comparing what other providers were offering	20 2%	6 2%	4 3%	10 2%	10 1%	17 2% b	1 *%	2 1%	10 2%	6 2%	1 1%	3 1%	16 2%	4 1%
Worried about being without the broadband service during the switch (P)	17 1%	- -%	- -%	8 1%	8 1%	12 2%	6 1%	- -%	4 1%	6 2%	3 1%	4 2%	11 1%	6 2%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	17 1%	- -%	- -%	7 1%	10 2%	15 2%	2 1%	- -%	8 2%	5 1%	3 2%	1 1%	13 1%	4 1%
Concern about arranging for the old and new services to start and stop at the same time (P)	16 1%	6 2%	- -%	7 1%	9 1%	15 2% b	- -%	1 1%	8 2%	4 1%	3 1%	1 1%	12 1%	4 1%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Didn't want to lose content (programmes, apps, photos, data) stored on my device	14 1%	3 1%	3 2%	9 1%	5 1%	9 1%	4 1%	1 1%	5 1%	- -%	2 1% b	6 3% be	5 1%	8 2% be
Hassle of needing to contact more than one provider to switch	14 1%	8 3%	1 1%	4 1%	10 2%	12 2% b	1 *%	1 1%	4 1%	5 1%	4 2%	2 1%	9 1%	6 1%
Would take too long to research the market	14 1%	1 *%	3 2%	6 1%	8 1%	11 1%	2 *%	1 1%	7 1%	1 *%	3 2%	3 1%	7 1%	6 2%
Worried that I might have to pay two providers at the same time (P)	13 1%	4 1%	3 2%	5 1%	8 1%	11 2% b	- -%	1 1% b	8 2%	1 *%	- -%	3 2%	9 1%	3 1%
Worried that other devices or products I own would not work with a new service	11 1%	4 1%	1 1%	8 1%	3 *%	10 1%	1 *%	- -%	5 1%	4 1%	- -%	2 1%	9 1%	2 *%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	10 1%	3 1%	4 3%	4 1%	6 1%	9 1%	1 *%	- -%	- -%	6 2% a	3 2% a	1 *%	6 1% a	4 1% a
Difficulty when contacting my current provider	10 1%	4 1%	1 1%	5 1%	5 1%	6 1%	4 1%	- -%	6 1%	2 1%	- -%	2 1%	8 1%	2 1%

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Difficulty when contacting potential new providers	10 1%	4 1%	- -%	4 1%	6 1%	6 1%	4 1%	- -%	3 *%	3 1%	3 2%	1 *%	6 1%	4 1%
Difficulty cancelling my current service (P)	9 1%	1 *%	1 1%	3 *%	6 1%	4 1%	2 1%	2 2%	2 *%	4 1%	2 1%	1 *%	6 1%	3 1%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	9 1%	3 1%	3 2%	5 1%	4 1%	8 1%	1 *%	- -%	5 1%	3 1%	- -%	1 1%	8 1%	1 *%
Did not want to lose the email address I had from my broadband provider	9 1%	- -%	- -%	3 1%	5 1%	1 *%	4 1% a	4 3% ab	3 1%	4 1%	- -%	2 1%	6 1%	2 1%
I couldn't afford/ didn't want to pay off my handset in one lump sum	8 1%	5 2%	3 2%	3 *%	5 1%	6 1%	1 *%	- -%	1 *%	4 1%	- -%	3 1%	5 1%	3 1%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	7 1%	- -%	- -%	3 1%	4 1%	4 1%	2 *%	1 1%	3 1%	2 1%	- -%	1 1%	5 1%	1 *%
Worried about being without the Pay TV service during the switch (P)	7 1%	- -%	- -%	2 *%	4 1%	5 1%	1 *%	- -%	4 1%	1 *%	1 1%	- -%	5 1%	1 *%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Didn't want to have to learn to use a new service	6	1	-	2	4	5	1	-	4	-	1	1	4	2
	*%	*%	-%	*%	1%	1%	*%	-%	1%	-%	1%	*%	*%	1%
Did not want to have to install new equipment myself	6	-	-	1	4	3	2	1	1	2	1	2	3	3
	*%	-%	-%	*%	1%	*%	1%	1%	*%	1%	1%	1%	*%	1%
Did not want to pay disconnection charges	6	1	-	3	3	2	3	-	3	-	2	1	3	2
	*%	*%	-%	*%	*%	*%	1%	-%	1%	-%	1%	*%	*%	1%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	5	-	-	2	3	4	1	-	2	1	1	-	4	1
	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	1%	-%	*%	*%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	5	5	-	3	3	5	-	-	3	3	-	-	5	-
	*%	2%	-%	*%	*%	1%	-%	-%	*%	1%	-%	-%	1%	-%
Worried about being without the mobile service during the switch (P)	4	-	4	1	3	4	-	-	-	3	-	1	3	1
	*%	-%	3%	*%	*%	1%	-%	-%	-%	1%	-%	1%	*%	*%
			a							a				
Bad experience when switching communication services previously	4	-	-	3	1	4	-	-	2	1	1	-	3	1
	*%	-%	-%	*%	*%	1%	-%	-%	*%	*%	*%	-%	*%	*%

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	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	1341	229	112	663	672	793	419	126	558	345	206	225	903	431
Effective Weighted Sample	1272	229	112	628	639	748	402	121	529	327	196	215	856	410
Total	1268	294	144	618	644	753	386	125	518	333	194	216	851	410
Did not want to have to get an engineer to install new equipment	3 *%	- -%	- -%	2 *%	1 *%	2 *%	1 *%	- -%	1 *%	1 *%	1 *%	- -%	2 *%	1 *%
Needing to unlock my handset to take it with me	3 *%	1 *%	1 1%	- -%	3 *%	1 *%	1 *%	- -%	- -%	- -%	- -%	3 1% abe	- -%	3 1% e
Worried about being without the fixed line phone service during the switch (P)	2 *%	- -%	- -%	1 *%	1 *%	- -%	2 1% a	- -%	1 *%	- -%	- -%	1 *%	1 *%	1 *%
ANY MAIN FACTOR	1159 91%	276 94% b	121 84%	563 91%	591 92%	681 90%	357 92%	118 94%	471 91%	317 95% acdf	174 90%	192 89%	788 93% df	366 89%
ANY PROCESS FACTOR	67 5%	12 4%	8 5%	27 4%	38 6%	51 7% b	11 3%	5 4%	28 5%	18 6%	9 5%	11 5%	47 5%	20 5%
None of these were a main factor	36 3%	9 3%	5 4%	20 3%	15 2%	22 3%	11 3%	3 2%	19 4%	6 2%	2 1%	8 4%	25 3%	11 3%
Can't remember	16 1%	6 2%	1 1%	10 2%	5 1%	16 2% b	- -%	- -%	4 1%	1 *%	6 3% abe	3 2%	5 1%	9 2% be
NO MAJOR FACTOR	58 5%	3 1%	17 12% a	25 4%	33 5%	34 4%	18 5%	4 3%	23 5%	10 3%	11 6%	13 6%	33 4%	24 6% b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	~c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
I negotiated/ accepted a deal with my current provider	287	237	21	**	**	238	49	97	183
	23%	22%	21%	**	**	22%	29% a	18%	28% a
Current provider is still the best deal/ cheapest	198	170	16	**	**	171	27	71	115
	16%	16%	15%	**	**	16%	16%	13%	17%
Current provider has the best quality of service	93	77	11	**	**	78	14	38	51
	7%	7%	11%	**	**	7%	9%	7%	8%
There wasn't enough cost difference for it to be worth switching	84	75	4	**	**	70	14	28	49
	7%	7%	4%	**	**	6%	8%	5%	7%
Lack of choice	45	39	5	**	**	41	4	19	25
	4%	4%	5%	**	**	4%	3%	4%	4%
Worried that the service wouldn't be as good with a new provider	33	30	2	**	**	31	2	18	14
	3%	3%	2%	**	**	3%	1%	3%	2%
I was still in a contract so couldn't leave/ would have to pay to leave	31	29	1	**	**	31	-	11	18
	2%	3%	1%	**	**	3% b	-%	2%	3%
Not knowing what to do to switch	29	23	2	**	**	26	3	18	10
	2%	2%	2%	**	**	2%	2%	3% b	1%
I'm still in my handset contract period	28	26	-	**	**	23	5	13	9
	2%	2%	-%	**	**	2%	3%	2%	1%

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Prefer to stay with a trusted/ known provider	26 2%	20 2%	4 4%	** **	** **	25 2%	1 1%	14 3%	10 2%
It's too time consuming to go through the process of switching from one provider to another	25 2%	23 2%	1 1%	** **	** **	22 2%	3 2%	10 2%	13 2%
Did not want to lose my phone number	23 2%	21 2%	2 2%	** **	** **	21 2%	2 1%	12 2%	11 2%
Difficulty comparing what other providers were offering	20 2%	15 1%	1 1%	** **	** **	17 2%	2 1%	10 2%	8 1%
Worried about being without the broadband service during the switch (P)	17 1%	15 1%	1 1%	** **	** **	15 1%	2 1%	5 1%	11 2%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	17 1%	16 1%	1 1%	** **	** **	15 1%	2 1%	10 2%	6 1%
Concern about arranging for the old and new services to start and stop at the same time (P)	16 1%	14 1%	1 1%	** **	** **	13 1%	3 2%	10 2%	4 1%

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Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Didn't want to lose content (programmes, apps, photos, data) stored on my device	14	13	1	**	**	12	2	10	4
	1%	1%	1%	**	**	1%	1%	2% b	1%
Hassle of needing to contact more than one provider to switch	14	12	1	**	**	12	3	7	6
	1%	1%	1%	**	**	1%	2%	1%	1%
Would take too long to research the market	14	14	-	**	**	14	-	8	4
	1%	1%	-%	**	**	1%	-%	1%	1%
Worried that I might have to pay two providers at the same time (P)	13	12	1	**	**	13	-	7	6
	1%	1%	1%	**	**	1%	-%	1%	1%
Worried that other devices or products I own would not work with a new service	11	11	-	**	**	9	1	7	2
	1%	1%	-%	**	**	1%	1%	1% b	*%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	10	8	1	**	**	10	-	8	3
	1%	1%	1%	**	**	1%	-%	1%	*%
Difficulty when contacting my current provider	10	8	1	**	**	8	2	6	3
	1%	1%	1%	**	**	1%	1%	1%	*%

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Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Difficulty when contacting potential new providers	10	9	-	**	**	7	3	3	6
	1%	1%	-%	**	**	1%	2%	1%	1%
Difficulty cancelling my current service (P)	9	6	2	**	**	8	1	5	4
	1%	1%	2%	**	**	1%	*%	1%	1%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	9	8	1	**	**	9	-	5	4
	1%	1%	1%	**	**	1%	-%	1%	1%
Did not want to lose the email address I had from my broadband provider	9	6	2	**	**	4	5	4	4
	1%	1%	2%	**	**	*%	3%	1%	1%
							a		
I couldn't afford/ didn't want to pay off my handset in one lump sum	8	6	-	**	**	8	-	5	3
	1%	1%	-%	**	**	1%	-%	1%	*%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	7	6	1	**	**	5	1	3	3
	1%	1%	1%	**	**	*%	1%	1%	*%
Worried about being without the Pay TV service during the switch (P)	7	6	-	**	**	6	1	5	1
	1%	1%	-%	**	**	1%	*%	1%	*%

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Base : Those interviewed about deciding not to switch

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	~c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Didn't want to have to learn to use a new service	6	5	1	**	**	5	1	5	1
	*%	*%	1%	**	**	*%	1%	1%	*%
								b	
Did not want to have to install new equipment myself	6	4	1	**	**	5	1	5	1
	*%	*%	1%	**	**	*%	1%	1%	*%
								b	
Did not want to pay disconnection charges	6	5	1	**	**	6	-	-	3
	*%	*%	1%	**	**	1%	-%	-%	*%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	5	5	-	**	**	4	1	3	2
	*%	*%	-%	**	**	*%	*%	1%	*%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	5	5	-	**	**	5	-	4	1
	*%	*%	-%	**	**	*%	-%	1%	*%
Worried about being without the mobile service during the switch (P)	4	4	-	**	**	4	-	4	-
	*%	*%	-%	**	**	*%	-%	1%	-%
								b	
Bad experience when switching communication services previously	4	2	1	**	**	3	1	3	1
	*%	*%	1%	**	**	*%	*%	1%	*%

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Base : Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	~c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	1341	1141	111	64	25	1169	172	553	710
Effective Weighted Sample	1272	1082	106	61	24	1108	164	524	675
Total	1268	1078	103	63	24	1102	166	530	662
Did not want to have to get an engineer to install new equipment	3	3	-	**	**	2	1	1	2
	*%	*%	-%	**	**	*%	*%	*%	*%
Needing to unlock my handset to take it with me	3	1	1	**	**	3	-	3	-
	*%	*%	1% a	**	**	*%	-%	*%	-%
Worried about being without the fixed line phone service during the switch (P)	2	2	-	**	**	2	-	-	2
	*%	*%	-%	**	**	*%	-%	-%	*%
ANY MAIN FACTOR	1159	989	88	**	**	1002	157	493	603
	91%	92% b	86%	**	**	91%	95%	93%	91%
ANY PROCESS FACTOR	67	58	4	**	**	60	6	36	28
	5%	5%	4%	**	**	5%	4%	7% b	4%
None of these were a main factor	36	29	4	**	**	33	3	12	22
	3%	3%	4%	**	**	3%	2%	2%	3%
Can't remember	16	13	1	**	**	16	-	6	6
	1%	1%	1%	**	**	1%	-%	1%	1%
NO MAJOR FACTOR	58	47	9	**	**	51	6	19	32
	5%	4%	9% a	**	**	5%	4%	4%	5%

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Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	669	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	636	-	-	-	-	-	-	-	-	-	-
Total	613	-	-	-	-	-	-	-	-	-	-
Reduced the cost of my service/ package	434	**	**	**	**	**	**	**	**	**	**
71%		**	**	**	**	**	**	**	**	**	**
Increase the broadband speed	97	**	**	**	**	**	**	**	**	**	**
16%		**	**	**	**	**	**	**	**	**	**
Increased cost of services/ package	68	**	**	**	**	**	**	**	**	**	**
11%		**	**	**	**	**	**	**	**	**	**
Added inclusive calls	53	**	**	**	**	**	**	**	**	**	**
9%		**	**	**	**	**	**	**	**	**	**
Added a new channel package e.g. BT Sport	43	**	**	**	**	**	**	**	**	**	**
7%		**	**	**	**	**	**	**	**	**	**
Reduced content/ channel package e.g. removed BT Sport, removed Movies or Sports channel package	42	**	**	**	**	**	**	**	**	**	**
7%		**	**	**	**	**	**	**	**	**	**
Added other TV or video services e.g. Netflix, Amazon Prime Video etc.	41	**	**	**	**	**	**	**	**	**	**
7%		**	**	**	**	**	**	**	**	**	**
Added a mobile phone service in your package	28	**	**	**	**	**	**	**	**	**	**
5%		**	**	**	**	**	**	**	**	**	**
Decrease in broadband speed	13	**	**	**	**	**	**	**	**	**	**
2%		**	**	**	**	**	**	**	**	**	**
Other	35	**	**	**	**	**	**	**	**	**	**
6%		**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	669	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	636	-	-	-	-	-	-	-	-	-	-
Total	613	-	-	-	-	-	-	-	-	-	-
Can't remember	24	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	~b	a	~b
Unweighted total	669	-	-	-	-	-	-	-	-	669	534	135	669	-	534	-
Effective Weighted Sample	636	-	-	-	-	-	-	-	-	636	525	135	636	-	525	-
Total	613	-	-	-	-	-	-	-	-	613	440	173	613	-	440	-
Reduced the cost of my service/ package	434	**	**	**	**	**	**	**	**	434	311	123	434	**	311	**
	71%	**	**	**	**	**	**	**	**	71%	71%	71%	71%	**	71%	**
Increase the broadband speed	97	**	**	**	**	**	**	**	**	97	97	-	97	**	97	**
	16%	**	**	**	**	**	**	**	**	16%	22%	-%	16%	**	22%	**
										c	ac					
Increased cost of services/ package	68	**	**	**	**	**	**	**	**	68	40	28	68	**	40	**
	11%	**	**	**	**	**	**	**	**	11%	9%	16%	11%	**	9%	**
												b				
Added inclusive calls	53	**	**	**	**	**	**	**	**	53	26	27	53	**	26	**
	9%	**	**	**	**	**	**	**	**	9%	6%	16%	9%	**	6%	**
												ab				
Added a new channel package e.g. BT Sport	43	**	**	**	**	**	**	**	**	43	43	-	43	**	43	**
	7%	**	**	**	**	**	**	**	**	7%	10%	-%	7%	**	10%	**
										c	c					
Reduced content/ channel package e.g. removed BT Sport, removed Movies or Sports channel package	42	**	**	**	**	**	**	**	**	42	42	-	42	**	42	**
	7%	**	**	**	**	**	**	**	**	7%	10%	-%	7%	**	10%	**
										c	c					
Added other TV or video services e.g. Netflix, Amazon Prime Video etc.	41	**	**	**	**	**	**	**	**	41	41	-	41	**	41	**
	7%	**	**	**	**	**	**	**	**	7%	9%	-%	7%	**	9%	**
										c	c					
Added a mobile phone service in your package	28	**	**	**	**	**	**	**	**	28	28	-	28	**	28	**
	5%	**	**	**	**	**	**	**	**	5%	6%	-%	5%	**	6%	**
										c	c					

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	a	~b	a	~b
Unweighted total	669	-	-	-	-	-	-	-	-	669	534	135	669	-	534	-
Effective Weighted Sample	636	-	-	-	-	-	-	-	-	636	525	135	636	-	525	-
Total	613	-	-	-	-	-	-	-	-	613	440	173	613	-	440	-
Decrease in broadband speed	13	**	**	**	**	**	**	**	**	13	13	-	13	**	13	**
	2%	**	**	**	**	**	**	**	**	2%	3%	-%	2%	**	3%	**
											c					
Other	35	**	**	**	**	**	**	**	**	35	19	15	35	**	19	**
	6%	**	**	**	**	**	**	**	**	6%	4%	9%	6%	**	4%	**
											b					
Can't remember	24	**	**	**	**	**	**	**	**	24	16	8	24	**	16	**
	4%	**	**	**	**	**	**	**	**	4%	4%	4%	4%	**	4%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	~b	a	b	a	b	~c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	669	135	-	320	348	352	239	76	272	187	101	108	459	209
Effective Weighted Sample	636	135	-	305	331	333	230	73	258	178	96	103	435	200
Total	613	173	-	288	324	322	213	75	246	174	92	100	420	192
Reduced the cost of my service/ package	434	123	**	208	226	207	164	**	173	120	65	75	293	140
	71%	71%	**	72%	70%	64%	77%	**	70%	69%	70%	75%	70%	73%
							a							
Increase the broadband speed	97	-	**	49	48	49	40	**	37	29	12	18	67	30
	16%	-%	**	17%	15%	15%	19%	**	15%	17%	13%	18%	16%	16%
Increased cost of services/ package	68	28	**	40	29	53	14	**	33	15	9	11	48	20
	11%	16%	**	14%	9%	17%	6%	**	13%	9%	10%	11%	11%	11%
				b		b								
Added inclusive calls	53	27	**	34	18	25	22	**	27	8	10	8	35	18
	9%	16%	**	12%	6%	8%	10%	**	11%	5%	10%	8%	8%	9%
				b					b					
Added a new channel package e.g. BT Sport	43	-	**	27	16	31	11	**	23	10	8	2	33	10
	7%	-%	**	10%	5%	10%	5%	**	9%	6%	9%	2%	8%	5%
				b		b			d		d		d	
Reduced content/ channel package e.g. removed BT Sport, removed Movies or Sports channel package	42	-	**	19	23	23	18	**	20	12	5	4	32	10
	7%	-%	**	7%	7%	7%	8%	**	8%	7%	6%	4%	8%	5%
Added other TV or video services e.g. Netflix, Amazon Prime Video etc.	41	-	**	19	22	34	7	**	16	14	7	4	30	11
	7%	-%	**	7%	7%	10%	3%	**	7%	8%	7%	4%	7%	6%
						b								
Added a mobile phone service in your package	28	-	**	17	11	21	5	**	14	5	4	4	19	9
	5%	-%	**	6%	3%	7%	2%	**	6%	3%	5%	5%	5%	5%
						b								

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	~b	a	b	a	b	~c	a	b	c	d	e	f
Unweighted total	669	135	-	320	348	352	239	76	272	187	101	108	459	209
Effective Weighted Sample	636	135	-	305	331	333	230	73	258	178	96	103	435	200
Total	613	173	-	288	324	322	213	75	246	174	92	100	420	192
Decrease in broadband speed	13	-	**	9	5	12	1	**	5	5	3	-	11	3
	2%	-%	**	3%	1%	4%	*%	**	2%	3%	3%	-%	3%	1%
						b								
Other	35	15	**	15	20	10	19	**	15	13	3	4	28	6
	6%	9%	**	5%	6%	3%	9%	**	6%	8%	3%	4%	7%	3%
						a								
Can't remember	24	8	**	8	16	16	5	**	6	8	4	6	14	10
	4%	4%	**	3%	5%	5%	2%	**	2%	5%	5%	6%	3%	5%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	669	571	51	34	13	576	93	249	392
Effective Weighted Sample	636	543	49	32	12	547	89	236	374
Total	613	520	47	34	13	527	87	232	356
Reduced the cost of my service/ package	434	370	**	**	**	359	**	158	261
	71%	71%	**	**	**	68%	**	68%	73%
Increase the broadband speed	97	78	**	**	**	82	**	34	59
	16%	15%	**	**	**	16%	**	15%	17%
Increased cost of services/ package	68	59	**	**	**	66	**	30	34
	11%	11%	**	**	**	13%	**	13%	10%
Added inclusive calls	53	44	**	**	**	46	**	26	25
	9%	9%	**	**	**	9%	**	11%	7%
Added a new channel package e.g. BT Sport	43	39	**	**	**	40	**	20	22
	7%	7%	**	**	**	8%	**	9%	6%
Reduced content/ channel package e.g. removed BT Sport, removed Movies or Sports channel package	42	38	**	**	**	39	**	17	23
	7%	7%	**	**	**	7%	**	7%	6%
Added other TV or video services e.g. Netflix, Amazon Prime Video etc.	41	37	**	**	**	36	**	19	17
	7%	7%	**	**	**	7%	**	8%	5%
Added a mobile phone service in your package	28	26	**	**	**	28	**	15	11
	5%	5%	**	**	**	5%	**	6%	3%
Decrease in broadband speed	13	12	**	**	**	12	**	6	7
	2%	2%	**	**	**	2%	**	3%	2%
Other	35	34	**	**	**	33	**	10	25
	6%	7%	**	**	**	6%	**	4%	7%

Columns Tested: a,b,c,d - a,b - a,b

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

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base : Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	~b	~c	~d	a	~b	a	b
Significance Level: 95%									
Unweighted total	669	571	51	34	13	576	93	249	392
Effective Weighted Sample	636	543	49	32	12	547	89	236	374
Total	613	520	47	34	13	527	87	232	356
Can't remember	24	17	**	**	**	21	**	10	11
	4%	3%	**	**	**	4%	**	4%	3%

Columns Tested: a,b,c,d - a,b - a,b

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

Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months or the last 7-24 months who say that lack of choice was a major factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	101	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	101	-	-	-	-	-	-	-	-	-	-
Total	74	-	-	-	-	-	-	-	-	-	-
There are no other Pay TV providers available in my area	21	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
No other pay TV provider can give me anything better than I already have	41	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**
Don't know	11	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months or the last 7-24 months who say that lack of choice was a major factor in their decision not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	~a	~b	~a	~b
Unweighted total	101	-	-	-	-	-	-	-	-	101	101	-	85	16	85	16
Effective Weighted Sample	101	-	-	-	-	-	-	-	-	101	101	-	85	16	85	16
Total	74	-	-	-	-	-	-	-	-	74	74	-	62	12	62	12
There are no other Pay TV providers available in my area	21	**	**	**	**	**	**	**	**	21	21	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	29%	29%	**	**	**	**	**
No other pay TV provider can give me anything better than I already have	41	**	**	**	**	**	**	**	**	41	41	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	56%	56%	**	**	**	**	**
Don't know	11	**	**	**	**	**	**	**	**	11	11	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	15%	15%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months or the last 7-24 months who say that lack of choice was a major factor in their decision not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted total	101	-	-	59	41	80	17	4	45	19	22	13	64	35
Effective Weighted Sample	101	-	-	59	41	80	17	4	45	19	22	13	64	35
Total	74	-	-	43	30	58	12	3	33	14	16	9	47	25
There are no other Pay TV providers available in my area	21	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**
No other pay TV provider can give me anything better than I already have	41	**	**	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	11	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?

Base : Those interviewed about deciding not to switch their Pay TV service in the last six months or the last 7-24 months who say that lack of choice was a major factor in their decision not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	101	83	11	5	2	90	11	41	51
Effective Weighted Sample	101	83	11	5	2	90	11	41	51
Total	74	60	8	4	1	66	8	30	37
There are no other Pay TV providers available in my area	21	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**
No other pay TV provider can give me anything better than I already have	41	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**
Don't know	11	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

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

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	394	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	371	-	-	-	-	-	-	-	-	-	-
Total	354	-	-	-	-	-	-	-	-	-	-
Programmes stored on my device	126	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**
Access to other TV services such as Netflix	105	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**
Flexible subscription, that allows you to change what's included in your package	103	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
The ability to watch programmes 'on the go' using different devices	97	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
Ability to record multiple programmes at the same time	85	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Particular programmes or channels	80	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
The ability to watch different programmes on different TV sets/devices at the same time	80	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Particular HD programmes or channels	79	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	394	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	371	-	-	-	-	-	-	-	-	-	-
Total	354	-	-	-	-	-	-	-	-	-	-
Other	10	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
Can't remember	22	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	a	~b	a	~b
Significance Level: 95%																
Unweighted total	394	-	-	-	-	-	-	-	-	394	302	92	333	61	262	40
Effective Weighted Sample	371	-	-	-	-	-	-	-	-	371	298	92	314	58	259	39
Total	354	-	-	-	-	-	-	-	-	354	236	118	294	60	203	33
Programmes stored on my device	126	**	**	**	**	**	**	**	**	126	86	**	109	**	77	**
	36%	**	**	**	**	**	**	**	**	36%	37%	**	37%	**	38%	**
Access to other TV services such as Netflix	105	**	**	**	**	**	**	**	**	105	71	**	87	**	61	**
	30%	**	**	**	**	**	**	**	**	30%	30%	**	30%	**	30%	**
Flexible subscription, that allows you to change what's included in your package	103	**	**	**	**	**	**	**	**	103	56	**	88	**	50	**
	29%	**	**	**	**	**	**	**	**	29%	24%	**	30%	**	25%	**
The ability to watch programmes 'on the go' using different devices	97	**	**	**	**	**	**	**	**	97	73	**	86	**	65	**
	27%	**	**	**	**	**	**	**	**	27%	31%	**	29%	**	32%	**
Ability to record multiple programmes at the same time	85	**	**	**	**	**	**	**	**	85	67	**	73	**	60	**
	24%	**	**	**	**	**	**	**	**	24%	28%	**	25%	**	29%	**
Particular programmes or channels	80	**	**	**	**	**	**	**	**	80	69	**	68	**	58	**
	23%	**	**	**	**	**	**	**	**	23%	29%	**	23%	**	28%	**
The ability to watch different programmes on different TV sets/devices at the same time	80	**	**	**	**	**	**	**	**	80	65	**	71	**	57	**
	23%	**	**	**	**	**	**	**	**	23%	27%	**	24%	**	28%	**
Particular HD programmes or channels	79	**	**	**	**	**	**	**	**	79	61	**	71	**	55	**
	22%	**	**	**	**	**	**	**	**	22%	26%	**	24%	**	27%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	a	~b	a	~b
Significance Level: 95%																
Unweighted total	394	-	-	-	-	-	-	-	-	394	302	92	333	61	262	40
Effective Weighted Sample	371	-	-	-	-	-	-	-	-	371	298	92	314	58	259	39
Total	354	-	-	-	-	-	-	-	-	354	236	118	294	60	203	33
Other	10	**	**	**	**	**	**	**	**	10	3	**	4	**	1	**
	3%	**	**	**	**	**	**	**	**	3%	1%	**	1%	**	1%	**
Can't remember	22	**	**	**	**	**	**	**	**	22	9	**	13	**	5	**
	6%	**	**	**	**	**	**	**	**	6%	4%	**	4%	**	3%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	~b	~c	a	~b	~c	~d	e	f
Unweighted total	394	71	21	190	202	281	87	25	175	95	62	60	270	122
Effective Weighted Sample	371	71	21	178	190	264	83	24	165	90	58	56	255	114
Total	354	91	27	169	182	253	76	24	152	87	55	58	239	112
Programmes stored on my device	126	**	**	61	65	78	**	**	61	**	**	**	86	38
	36%	**	**	36%	35%	31%	**	**	40%	**	**	**	36%	34%
Access to other TV services such as Netflix	105	**	**	53	51	85	**	**	45	**	**	**	69	35
	30%	**	**	31%	28%	34%	**	**	29%	**	**	**	29%	31%
Flexible subscription, that allows you to change what's included in your package	103	**	**	56	47	82	**	**	43	**	**	**	71	32
	29%	**	**	33%	26%	33%	**	**	28%	**	**	**	30%	28%
The ability to watch programmes 'on the go' using different devices	97	**	**	56	40	78	**	**	46	**	**	**	72	24
	27%	**	**	33%	22%	31%	**	**	30%	**	**	**	30%	21%
				b										
Ability to record multiple programmes at the same time	85	**	**	41	44	61	**	**	41	**	**	**	60	24
	24%	**	**	24%	24%	24%	**	**	27%	**	**	**	25%	21%
Particular programmes or channels	80	**	**	48	32	49	**	**	40	**	**	**	59	22
	23%	**	**	28%	18%	19%	**	**	26%	**	**	**	25%	19%
				b										
The ability to watch different programmes on different TV sets/devices at the same time	80	**	**	44	36	61	**	**	38	**	**	**	60	20
	23%	**	**	26%	20%	24%	**	**	25%	**	**	**	25%	18%
Particular HD programmes or channels	79	**	**	46	31	58	**	**	42	**	**	**	61	18
	22%	**	**	27%	17%	23%	**	**	27%	**	**	**	26%	16%
				b					f				f	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	~b	~c	a	~b	~c	~d	e	f
Unweighted total	394	71	21	190	202	281	87	25	175	95	62	60	270	122
Effective Weighted Sample	371	71	21	178	190	264	83	24	165	90	58	56	255	114
Total	354	91	27	169	182	253	76	24	152	87	55	58	239	112
Other	10	**	**	4	6	5	**	**	5	**	**	**	6	4
	3%	**	**	2%	3%	2%	**	**	3%	**	**	**	2%	3%
Can't remember	22	**	**	5	17	13	**	**	6	**	**	**	15	7
	6%	**	**	3%	9%	5%	**	**	4%	**	**	**	6%	6%
					a									

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	394	349	23	16	6	357	37	195	179
Effective Weighted Sample	371	329	22	15	6	336	35	183	169
Total	354	311	20	16	6	318	36	180	156
Programmes stored on my device	126	108	**	**	**	115	**	66	58
	36%	35%	**	**	**	36%	**	37%	37%
Access to other TV services such as Netflix	105	91	**	**	**	96	**	57	40
	30%	29%	**	**	**	30%	**	32%	26%
Flexible subscription, that allows you to change what's included in your package	103	91	**	**	**	92	**	66	34
	29%	29%	**	**	**	29%	**	37%	22%
								b	
The ability to watch programmes 'on the go' using different devices	97	86	**	**	**	87	**	48	39
	27%	28%	**	**	**	27%	**	27%	25%
Ability to record multiple programmes at the same time	85	76	**	**	**	79	**	42	42
	24%	25%	**	**	**	25%	**	23%	27%
Particular programmes or channels	80	69	**	**	**	72	**	32	43
	23%	22%	**	**	**	23%	**	18%	28%
									a
The ability to watch different programmes on different TV sets/devices at the same time	80	67	**	**	**	74	**	47	29
	23%	22%	**	**	**	23%	**	26%	19%
Particular HD programmes or channels	79	66	**	**	**	74	**	44	30
	22%	21%	**	**	**	23%	**	25%	19%

Columns Tested: a,b,c,d - a,b - a,b

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

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base : Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	394	349	23	16	6	357	37	195	179
Effective Weighted Sample	371	329	22	15	6	336	35	183	169
Total	354	311	20	16	6	318	36	180	156
Other	10	9	**	**	**	7	**	7	3
	3%	3%	**	**	**	2%	**	4%	2%
Can't remember	22	18	**	**	**	18	**	11	10
	6%	6%	**	**	**	6%	**	6%	6%

Columns Tested: a,b,c,d - a,b - a,b

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

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months (NOT ASKED FOR ALL ELIGIBLE AT WAVE 1 2020)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	412	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	412	-	-	-	-	-	-	-	-	-	-
Total	309	-	-	-	-	-	-	-	-	-	-
Sky Sports Premier League	112	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**
Sky Sports Football	110	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**
Sky Sports Cricket	66	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Sky Sports Golf	64	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Sky Sports F1	84	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
Sky Sports Action	63	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
Sky Sports Arena	60	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**
Sky Sports Main Event	77	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
Sky Sports Extra	62	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
We pay for Sky Sports channels, but not sure which ones are included	43	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**
BT Sport channels	83	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
ANY SKY SPORTS CHANNELS	168	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**
BT SPORT CHANNELS	83	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months (NOT ASKED FOR ALL ELIGIBLE AT WAVE 1 2020)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	412	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	412	-	-	-	-	-	-	-	-	-	-
Total	309	-	-	-	-	-	-	-	-	-	-
ANY SKY SPORTS OR BT SPORT CHANNELS	197	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**
ONLY SKY SPORTS CHANNELS	114	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**
ONLY BT SPORT CHANNELS	30	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**
BOTH SKY SPORTS AND BT SPORT CHANNELS	54	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**
None of these channels	103	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**
Don't know	9	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
				FULL CONTRACT	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES a	NO ~b	YES a	NO ~b
		PREPAY ~a	SIM ONLY ~b	TOTAL ~c	~d	~e	~f			a	b	~c				
Significance Level: 95%																
Unweighted total	412	-	-	-	-	-	-	-	-	412	412	-	335	77	335	77
Effective Weighted Sample	412	-	-	-	-	-	-	-	-	412	412	-	335	77	335	77
Total	309	-	-	-	-	-	-	-	-	309	309	-	252	58	252	58
Sky Sports Premier League	112	**	**	**	**	**	**	**	**	112	112	**	92	**	92	**
	36%	**	**	**	**	**	**	**	**	36%	36%	**	37%	**	37%	**
Sky Sports Football	110	**	**	**	**	**	**	**	**	110	110	**	88	**	88	**
	36%	**	**	**	**	**	**	**	**	36%	36%	**	35%	**	35%	**
Sky Sports Cricket	66	**	**	**	**	**	**	**	**	66	66	**	57	**	57	**
	21%	**	**	**	**	**	**	**	**	21%	21%	**	23%	**	23%	**
Sky Sports Golf	64	**	**	**	**	**	**	**	**	64	64	**	55	**	55	**
	21%	**	**	**	**	**	**	**	**	21%	21%	**	22%	**	22%	**
Sky Sports F1	84	**	**	**	**	**	**	**	**	84	84	**	70	**	70	**
	27%	**	**	**	**	**	**	**	**	27%	27%	**	28%	**	28%	**
Sky Sports Action	63	**	**	**	**	**	**	**	**	63	63	**	55	**	55	**
	20%	**	**	**	**	**	**	**	**	20%	20%	**	22%	**	22%	**
Sky Sports Arena	60	**	**	**	**	**	**	**	**	60	60	**	50	**	50	**
	19%	**	**	**	**	**	**	**	**	19%	19%	**	20%	**	20%	**
Sky Sports Main Event	77	**	**	**	**	**	**	**	**	77	77	**	67	**	67	**
	25%	**	**	**	**	**	**	**	**	25%	25%	**	27%	**	27%	**
Sky Sports Extra	62	**	**	**	**	**	**	**	**	62	62	**	49	**	49	**
	20%	**	**	**	**	**	**	**	**	20%	20%	**	20%	**	20%	**
We pay for Sky Sports channels, but not sure which ones are included	43	**	**	**	**	**	**	**	**	43	43	**	37	**	37	**
	14%	**	**	**	**	**	**	**	**	14%	14%	**	15%	**	15%	**
BT Sport channels	83	**	**	**	**	**	**	**	**	83	83	**	67	**	67	**
	27%	**	**	**	**	**	**	**	**	27%	27%	**	27%	**	27%	**
ANY SKY SPORTS CHANNELS	168	**	**	**	**	**	**	**	**	168	168	**	136	**	136	**
	54%	**	**	**	**	**	**	**	**	54%	54%	**	54%	**	54%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months (NOT ASKED FOR ALL ELIGIBLE AT WAVE 1 2020)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	a	~b	a	~b
Unweighted total	412	-	-	-	-	-	-	-	-	412	412	-	335	77	335	77
Effective Weighted Sample	412	-	-	-	-	-	-	-	-	412	412	-	335	77	335	77
Total	309	-	-	-	-	-	-	-	-	309	309	-	252	58	252	58
BT SPORT CHANNELS	83	**	**	**	**	**	**	**	**	83	83	**	67	**	67	**
	27%	**	**	**	**	**	**	**	**	27%	27%	**	27%	**	27%	**
ANY SKY SPORTS OR BT SPORT CHANNELS	197	**	**	**	**	**	**	**	**	197	197	**	160	**	160	**
	64%	**	**	**	**	**	**	**	**	64%	64%	**	64%	**	64%	**
ONLY SKY SPORTS CHANNELS	114	**	**	**	**	**	**	**	**	114	114	**	93	**	93	**
	37%	**	**	**	**	**	**	**	**	37%	37%	**	37%	**	37%	**
ONLY BT SPORT CHANNELS	30	**	**	**	**	**	**	**	**	30	30	**	24	**	24	**
	10%	**	**	**	**	**	**	**	**	10%	10%	**	10%	**	10%	**
BOTH SKY SPORTS AND BT SPORT CHANNELS	54	**	**	**	**	**	**	**	**	54	54	**	43	**	43	**
	17%	**	**	**	**	**	**	**	**	17%	17%	**	17%	**	17%	**
None of these channels	103	**	**	**	**	**	**	**	**	103	103	**	86	**	86	**
	33%	**	**	**	**	**	**	**	**	33%	33%	**	34%	**	34%	**
Don't know	9	**	**	**	**	**	**	**	**	9	9	**	5	**	5	**
	3%	**	**	**	**	**	**	**	**	3%	3%	**	2%	**	2%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months (NOT ASKED FOR ALL ELIGIBLE AT WAVE 1 2020)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	~b	~c	~d	e	f
Significance Level: 95%														
Unweighted total	412	-	-	202	209	249	137	26	188	98	67	59	286	126
Effective Weighted Sample	412	-	-	202	209	249	137	26	188	98	67	59	286	126
Total	309	-	-	151	157	186	104	20	141	74	50	44	215	95
Sky Sports Premier League	112	**	**	70	42	75	29	**	58	**	**	**	83	29
	36%	**	**	46%	27%	40%	28%	**	41%	**	**	**	39%	31%
				b		b								
Sky Sports Football	110	**	**	71	39	75	27	**	59	**	**	**	79	31
	36%	**	**	47%	25%	41%	26%	**	42%	**	**	**	37%	32%
				b		b								
Sky Sports Cricket	66	**	**	43	23	42	19	**	36	**	**	**	49	16
	21%	**	**	28%	15%	22%	18%	**	26%	**	**	**	23%	17%
				b										
Sky Sports Golf	64	**	**	42	22	40	21	**	37	**	**	**	51	13
	21%	**	**	28%	14%	21%	20%	**	26%	**	**	**	24%	14%
				b					f				f	
Sky Sports F1	84	**	**	48	36	54	24	**	44	**	**	**	62	22
	27%	**	**	32%	23%	29%	23%	**	31%	**	**	**	29%	23%
				b										
Sky Sports Action	63	**	**	38	25	41	17	**	34	**	**	**	47	16
	20%	**	**	25%	16%	22%	17%	**	24%	**	**	**	22%	16%
				b										
Sky Sports Arena	60	**	**	41	19	39	16	**	32	**	**	**	46	14
	19%	**	**	27%	12%	21%	15%	**	23%	**	**	**	21%	15%
				b										
Sky Sports Main Event	77	**	**	46	31	49	22	**	40	**	**	**	56	21
	25%	**	**	30%	20%	26%	21%	**	29%	**	**	**	26%	22%
				b										
Sky Sports Extra	62	**	**	40	22	37	20	**	31	**	**	**	45	17
	20%	**	**	27%	14%	20%	20%	**	22%	**	**	**	21%	18%
				b										
We pay for Sky Sports channels, but not sure which ones are included	43	**	**	14	28	33	8	**	12	**	**	**	27	16
	14%	**	**	9%	18%	18%	8%	**	8%	**	**	**	13%	17%
					a	b								a

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months (NOT ASKED FOR ALL ELIGIBLE AT WAVE 1 2020)

	MOBILE MARKET - DECIDED NOT TO SWITCH													
	Total	ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	~c	a	~b	~c	~d	e	f
Unweighted total	412	-	-	202	209	249	137	26	188	98	67	59	286	126
Effective Weighted Sample	412	-	-	202	209	249	137	26	188	98	67	59	286	126
Total	309	-	-	151	157	186	104	20	141	74	50	44	215	95
BT Sport channels	83	**	**	52	32	51	27	**	36	**	**	**	52	32
	27%	**	**	34%	20%	27%	26%	**	25%	**	**	**	24%	34%
				b									e	
ANY SKY SPORTS CHANNELS	168	**	**	95	73	120	39	**	83	**	**	**	124	44
	54%	**	**	63%	47%	64%	38%	**	59%	**	**	**	58%	46%
				b		b			f				f	
BT SPORT CHANNELS	83	**	**	52	32	51	27	**	36	**	**	**	52	32
	27%	**	**	34%	20%	27%	26%	**	25%	**	**	**	24%	34%
				b									e	
ANY SKY SPORTS OR BT SPORT CHANNELS	197	**	**	110	88	133	53	**	92	**	**	**	139	58
	64%	**	**	73%	56%	72%	51%	**	65%	**	**	**	65%	62%
				b		b								
ONLY SKY SPORTS CHANNELS	114	**	**	58	56	82	26	**	56	**	**	**	87	27
	37%	**	**	38%	36%	44%	25%	**	40%	**	**	**	41%	28%
						b			f				f	
ONLY BT SPORT CHANNELS	30	**	**	15	14	14	14	**	9	**	**	**	15	14
	10%	**	**	10%	9%	7%	13%	**	6%	**	**	**	7%	15%
													ae	
BOTH SKY SPORTS AND BT SPORT CHANNELS	54	**	**	37	17	37	13	**	27	**	**	**	37	17
	17%	**	**	24%	11%	20%	12%	**	19%	**	**	**	17%	18%
				b										
None of these channels	103	**	**	39	63	47	49	**	45	**	**	**	69	33
	33%	**	**	26%	40%	25%	47%	**	32%	**	**	**	32%	35%
					a		a							
Don't know	9	**	**	2	7	6	2	**	4	**	**	**	6	3
	3%	**	**	1%	4%	3%	2%	**	3%	**	**	**	3%	3%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months (NOT ASKED FOR ALL ELIGIBLE AT WAVE 1 2020)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	412	353	36	18	5	370	42	161	235
Effective Weighted Sample	412	353	36	18	5	370	42	161	235
Total	309	265	27	13	4	278	31	121	177
Sky Sports Premier League	112	96	**	**	**	100	**	37	73
	36%	36%	**	**	**	36%	**	30%	42%
									a
Sky Sports Football	110	93	**	**	**	100	**	40	68
	36%	35%	**	**	**	36%	**	33%	39%
Sky Sports Cricket	66	57	**	**	**	57	**	26	38
	21%	21%	**	**	**	20%	**	21%	22%
Sky Sports Golf	64	52	**	**	**	56	**	24	40
	21%	20%	**	**	**	20%	**	20%	23%
Sky Sports F1	84	69	**	**	**	73	**	31	51
	27%	26%	**	**	**	26%	**	25%	29%
Sky Sports Action	63	51	**	**	**	56	**	22	39
	20%	19%	**	**	**	20%	**	18%	22%
Sky Sports Arena	60	52	**	**	**	53	**	24	35
	19%	20%	**	**	**	19%	**	20%	20%
Sky Sports Main Event	77	69	**	**	**	68	**	30	46
	25%	26%	**	**	**	24%	**	25%	26%
Sky Sports Extra	62	52	**	**	**	55	**	21	39
	20%	20%	**	**	**	20%	**	17%	22%
We pay for Sky Sports channels, but not sure which ones are included	43	37	**	**	**	40	**	19	20
	14%	14%	**	**	**	14%	**	16%	11%
BT Sport channels	83	73	**	**	**	76	**	36	44
	27%	28%	**	**	**	27%	**	30%	25%
ANY SKY SPORTS CHANNELS	168	140	**	**	**	153	**	69	92
	54%	53%	**	**	**	55%	**	57%	52%

Columns Tested: a,b,c,d - a,b - a,b

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

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months (NOT ASKED FOR ALL ELIGIBLE AT WAVE 1 2020)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	412	353	36	18	5	370	42	161	235
Effective Weighted Sample	412	353	36	18	5	370	42	161	235
Total	309	265	27	13	4	278	31	121	177
BT SPORT CHANNELS	83	73	**	**	**	76	**	36	44
	27%	28%	**	**	**	27%	**	30%	25%
ANY SKY SPORTS OR BT SPORT CHANNELS	197	166	**	**	**	179	**	80	110
	64%	63%	**	**	**	64%	**	66%	62%
ONLY SKY SPORTS CHANNELS	114	93	**	**	**	103	**	44	66
	37%	35%	**	**	**	37%	**	36%	37%
ONLY BT SPORT CHANNELS	30	26	**	**	**	26	**	11	18
	10%	10%	**	**	**	9%	**	9%	10%
BOTH SKY SPORTS AND BT SPORT CHANNELS	54	47	**	**	**	50	**	25	26
	17%	18%	**	**	**	18%	**	21%	15%
None of these channels	103	90	**	**	**	90	**	36	63
	33%	34%	**	**	**	32%	**	30%	35%
Don't know	9	9	**	**	**	9	**	5	4
	3%	3%	**	**	**	3%	**	4%	2%

Columns Tested: a,b,c,d - a,b - a,b

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

Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels (NOT ASKED FOR ALL ELIGIBLE AT WAVE 1 2020)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted total	264	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	264	-	-	-	-	-	-	-	-	-	-
Total	197	-	-	-	-	-	-	-	-	-	-
Very important	108	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**
Fairly important	70	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**
Not very important	15	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**
Not at all important	4	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
TOTAL IMPORTANT	178	**	**	**	**	**	**	**	**	**	**
	90%	**	**	**	**	**	**	**	**	**	**
TOTAL NOT IMPORTANT	19	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels (NOT ASKED FOR ALL ELIGIBLE AT WAVE 1 2020)

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	a	~b	a	~b
Unweighted total	264	-	-	-	-	-	-	-	-	264	264	-	214	50	214	50
Effective Weighted Sample	264	-	-	-	-	-	-	-	-	264	264	-	214	50	214	50
Total	197	-	-	-	-	-	-	-	-	197	197	-	160	37	160	37
Very important	108	**	**	**	**	**	**	**	**	108	108	**	85	**	85	**
	55%	**	**	**	**	**	**	**	**	55%	55%	**	53%	**	53%	**
Fairly important	70	**	**	**	**	**	**	**	**	70	70	**	58	**	58	**
	36%	**	**	**	**	**	**	**	**	36%	36%	**	36%	**	36%	**
Not very important	15	**	**	**	**	**	**	**	**	15	15	**	12	**	12	**
	8%	**	**	**	**	**	**	**	**	8%	8%	**	8%	**	8%	**
Not at all important	4	**	**	**	**	**	**	**	**	4	4	**	4	**	4	**
	2%	**	**	**	**	**	**	**	**	2%	2%	**	3%	**	3%	**
TOTAL IMPORTANT	178	**	**	**	**	**	**	**	**	178	178	**	144	**	144	**
	90%	**	**	**	**	**	**	**	**	90%	90%	**	90%	**	90%	**
TOTAL NOT IMPORTANT	19	**	**	**	**	**	**	**	**	19	19	**	17	**	17	**
	10%	**	**	**	**	**	**	**	**	10%	10%	**	10%	**	10%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels (NOT ASKED FOR ALL ELIGIBLE AT WAVE 1 2020)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	~b	~c	a	~b	~c	~d	e	~f
Unweighted total	264	-	-	147	117	179	70	15	123	63	43	35	186	78
Effective Weighted Sample	264	-	-	147	117	179	70	15	123	63	43	35	186	78
Total	197	-	-	110	88	133	53	11	92	47	32	26	139	58
Very important	108	**	**	67	41	68	**	**	51	**	**	**	73	**
	55%	**	**	61%	47%	51%	**	**	55%	**	**	**	52%	**
				b										
Fairly important	70	**	**	34	36	53	**	**	34	**	**	**	54	**
	36%	**	**	31%	41%	40%	**	**	37%	**	**	**	39%	**
Not very important	15	**	**	7	8	10	**	**	5	**	**	**	10	**
	8%	**	**	6%	9%	8%	**	**	6%	**	**	**	8%	**
Not at all important	4	**	**	2	2	1	**	**	1	**	**	**	2	**
	2%	**	**	2%	3%	1%	**	**	2%	**	**	**	2%	**
TOTAL IMPORTANT	178	**	**	101	77	121	**	**	85	**	**	**	126	**
	90%	**	**	92%	88%	91%	**	**	93%	**	**	**	91%	**
TOTAL NOT IMPORTANT	19	**	**	9	11	12	**	**	7	**	**	**	13	**
	10%	**	**	8%	12%	9%	**	**	7%	**	**	**	9%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?

Base : Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels (NOT ASKED FOR ALL ELIGIBLE AT WAVE 1 2020)

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b
Unweighted total	264	222	24	16	2	239	25	107	147
Effective Weighted Sample	264	222	24	16	2	239	25	107	147
Total	197	166	18	12	1	179	19	80	110
Very important	108	91	**	**	**	97	**	42	62
	55%	55%	**	**	**	54%	**	52%	56%
Fairly important	70	61	**	**	**	64	**	28	39
	36%	36%	**	**	**	36%	**	35%	35%
Not very important	15	11	**	**	**	13	**	8	7
	8%	7%	**	**	**	7%	**	10%	6%
Not at all important	4	3	**	**	**	4	**	2	2
	2%	2%	**	**	**	3%	**	3%	2%
TOTAL IMPORTANT	178	152	**	**	**	162	**	69	101
	90%	91%	**	**	**	90%	**	87%	92%
TOTAL NOT IMPORTANT	19	14	**	**	**	17	**	10	9
	10%	9%	**	**	**	10%	**	13%	8%

Columns Tested: a,b,c,d - a,b - a,b

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

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	2161	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	1992	830	1646	410	421	205	471	168	903	567	344
Total	2234	630	1731	326	304	120	365	145	1101	734	367
Very easy	850	263	668	156	107	58	166	40	405	272	133
	38%	42%	39%	48%	35%	48%	45%	27%	37%	37%	36%
				b		c	c				
Fairly easy	1038	295	801	146	149	51	163	81	507	357	149
	46%	47%	46%	45%	49%	42%	45%	56%	46%	49%	41%
								ab		c	
Fairly difficult	227	46	161	12	34	4	26	16	115	71	44
	10%	7%	9%	4%	11%	3%	7%	11%	10%	10%	12%
					a		a	a			
Very difficult	50	16	40	8	8	6	7	3	23	12	12
	2%	3%	2%	3%	3%	5%	2%	2%	2%	2%	3%
						b					
TOTAL EASY	1888	558	1469	302	255	109	328	121	912	629	282
	85%	89%	85%	93%	84%	91%	90%	83%	83%	86%	77%
		b		b		c	c		c	c	
TOTAL DIFFICULT	278	62	200	20	42	10	33	19	138	83	55
	12%	10%	12%	6%	14%	8%	9%	13%	13%	11%	15%
					a						
Don't know	68	10	61	3	7	1	4	5	51	22	29
	3%	2%	4%	1%	2%	1%	1%	4%	5%	3%	8%
			a					b			ab

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	2161	243	207	461	302	159	125	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1992	241	206	457	302	159	125	171	227	-	-	-	-	-	-	-
Total	2234	286	254	561	391	169	133	147	356	-	-	-	-	-	-	-
Very easy	850	126	101	178	128	50	59	42	140	**	**	**	**	**	**	**
	38%	44%	40%	32%	33%	30%	44%	29%	39%	**	**	**	**	**	**	**
		cde	ce				cde		a							
Fairly easy	1038	106	125	276	197	79	45	80	157	**	**	**	**	**	**	**
	46%	37%	49%	49%	50%	47%	34%	54%	44%	**	**	**	**	**	**	**
			af	af	af	f		b								
Fairly difficult	227	30	17	68	43	26	12	18	49	**	**	**	**	**	**	**
	10%	10%	7%	12%	11%	15%	9%	12%	14%	**	**	**	**	**	**	**
				b		b										
Very difficult	50	7	6	11	5	5	4	4	6	**	**	**	**	**	**	**
	2%	2%	2%	2%	1%	3%	3%	3%	2%	**	**	**	**	**	**	**
TOTAL EASY	1888	232	226	454	325	129	103	122	297	**	**	**	**	**	**	**
	85%	81%	89%	81%	83%	76%	78%	83%	83%	**	**	**	**	**	**	**
			acef													
TOTAL DIFFICULT	278	37	23	79	48	31	16	22	55	**	**	**	**	**	**	**
	12%	13%	9%	14%	12%	18%	12%	15%	15%	**	**	**	**	**	**	**
						b										
Don't know	68	18	5	28	18	10	14	3	5	**	**	**	**	**	**	**
	3%	6%	2%	5%	5%	6%	10%	2%	1%	**	**	**	**	**	**	**
		b					bcd									

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2161	-	-	982	1155	1489	513	154	822	575	352	395	1397	747
Effective Weighted Sample	1992	-	-	906	1063	1380	471	142	753	530	326	368	1283	694
Total	2234	-	-	1021	1189	1600	483	147	869	589	355	404	1458	759
Very easy	850	**	**	423	420	558	209	83	323	194	155	174	517	330
	38%	**	**	41%	35%	35%	43%	56%	37%	33%	44%	43%	35%	43%
				b			a	ab			abe	abe		abe
Fairly easy	1038	**	**	449	581	757	220	57	422	292	152	166	714	318
	46%	**	**	44%	49%	47%	46%	39%	49%	50%	43%	41%	49%	42%
					a	c			df	cdf			cdf	
Fairly difficult	227	**	**	99	123	185	37	5	91	73	32	31	164	63
	10%	**	**	10%	10%	12%	8%	4%	10%	12%	9%	8%	11%	8%
						bc				df			df	
Very difficult	50	**	**	15	34	39	10	1	22	10	7	9	32	16
	2%	**	**	2%	3%	2%	2%	1%	3%	2%	2%	2%	2%	2%
					a									
TOTAL EASY	1888	**	**	873	1001	1316	430	139	745	486	307	341	1231	648
	85%	**	**	86%	84%	82%	89%	95%	86%	83%	86%	84%	84%	85%
							a	ab						
TOTAL DIFFICULT	278	**	**	115	156	224	47	7	113	83	39	40	196	79
	12%	**	**	11%	13%	14%	10%	5%	13%	14%	11%	10%	13%	10%
						bc				f			f	
Don't know	68	**	**	33	32	60	7	1	12	20	9	23	31	33
	3%	**	**	3%	3%	4%	1%	1%	1%	3%	3%	6%	2%	4%
						bc				a		ace		ae

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base : Those interviewed about their switching experience in the last six months - including movers and other switchers

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	2161	1844	170	107	40	1930	231	996	1006
Effective Weighted Sample	1992	1700	157	99	37	1778	215	921	925
Total	2234	1909	178	107	40	2005	229	1062	1006
Very easy	850	726	68	41	**	754	96	400	404
	38%	38%	38%	38%	**	38%	42%	38%	40%
Fairly easy	1038	891	82	51	**	931	107	477	494
	46%	47%	46%	48%	**	46%	47%	45%	49%
Fairly difficult	227	195	18	11	**	207	20	136	67
	10%	10%	10%	10%	**	10%	9%	13%	7%
								b	
Very difficult	50	46	3	1	**	48	2	29	18
	2%	2%	2%	1%	**	2%	1%	3%	2%
TOTAL EASY	1888	1616	150	92	**	1686	202	878	898
	85%	85%	84%	85%	**	84%	88%	83%	89%
									a
TOTAL DIFFICULT	278	241	21	12	**	255	23	165	85
	12%	13%	12%	11%	**	13%	10%	16%	8%
								b	
Don't know	68	52	7	4	**	65	4	19	23
	3%	3%	4%	4%	**	3%	2%	2%	2%

Columns Tested: a,b,c,d - a,b - a,b

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

Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
Very satisfied	1589	360	897	201	159	76	216	68	536	363	174
	45%	57%	52%	62%	52%	63%	59%	47%	49%	49%	47%
		b		b		c	c				
Fairly satisfied	1433	209	597	100	110	34	119	56	387	268	119
	41%	33%	34%	31%	36%	29%	32%	39%	35%	37%	33%
								a			
Fairly dissatisfied	309	39	152	17	22	2	23	14	113	78	35
	9%	6%	9%	5%	7%	2%	6%	10%	10%	11%	10%
			a				a	a			
Very dissatisfied	97	12	42	5	7	6	3	3	30	12	18
	3%	2%	2%	2%	2%	5%	1%	2%	3%	2%	5%
						b					ab
TOTAL SATISFIED	3022	569	1493	300	269	110	335	124	924	631	293
	86%	90%	86%	92%	88%	92%	92%	86%	84%	86%	80%
		b				c	c			c	
TOTAL DISSATISFIED	406	51	194	22	29	8	27	16	143	89	53
	12%	8%	11%	7%	10%	7%	7%	11%	13%	12%	15%
			a								
Don't know	74	9	44	3	6	1	4	4	34	14	20
	2%	1%	3%	1%	2%	1%	1%	3%	3%	2%	6%
											ab

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
Very satisfied	1589	138	166	232	167	65	69	61	159	473	299	174	381	92	245	53
	45%	48%	65%	41%	43%	38%	52%	42%	44%	37%	36%	40%	42%	26%	40%	25%
			acdef				ce						b		b	
Fairly satisfied	1433	95	74	219	152	67	33	63	157	616	417	199	438	179	318	99
	41%	33%	29%	39%	39%	40%	25%	43%	44%	49%	50%	45%	48%	50%	51%	47%
				bf	bf	bf										
Fairly dissatisfied	309	35	9	69	52	17	16	11	36	109	66	44	59	51	32	34
	9%	12%	3%	12%	13%	10%	12%	8%	10%	9%	8%	10%	6%	14%	5%	16%
		b		b	b	b	b							a		a
Very dissatisfied	97	6	5	19	8	12	4	9	5	43	34	9	24	19	17	16
	3%	2%	2%	3%	2%	7%	3%	6%	1%	3%	4%	2%	3%	5%	3%	8%
						abd		b						a		a
TOTAL SATISFIED	3022	233	240	451	319	132	102	124	316	1089	716	373	819	271	564	152
	86%	81%	94%	80%	81%	78%	77%	84%	89%	86%	86%	85%	90%	76%	91%	72%
			acdef										b		b	
TOTAL DISSATISFIED	406	41	13	88	60	29	20	20	41	152	99	53	82	70	49	51
	12%	14%	5%	16%	15%	17%	15%	13%	11%	12%	12%	12%	9%	20%	8%	24%
		b		b	b	b	b							a		a
Don't know	74	12	1	21	13	9	11	3	-	26	15	12	12	14	7	8
	2%	4%	1%	4%	3%	5%	8%	2%	0%	2%	2%	3%	1%	4%	1%	4%
		b		b	b	b	bd	b						a		a

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
Very satisfied	1589	136	38	774	806	988	423	175	613	401	260	305	1014	565
	45%	46%	27%	47%	44%	42%	49%	64%	44%	44%	47%	49%	44%	48%
		b					a	ab				abe		abe
Fairly satisfied	1433	119	80	646	780	1024	335	73	587	393	209	236	980	444
	41%	41%	55%	39%	43%	44%	39%	27%	42%	43%	38%	38%	42%	38%
			a			bc	c		f	f			df	
Fairly dissatisfied	309	27	17	146	160	230	66	10	130	81	54	42	211	97
	9%	9%	12%	9%	9%	10%	8%	4%	9%	9%	10%	7%	9%	8%
						c	c							
Very dissatisfied	97	6	3	48	43	61	28	8	37	27	12	21	64	33
	3%	2%	2%	3%	2%	3%	3%	3%	3%	3%	2%	3%	3%	3%
TOTAL SATISFIED	3022	255	118	1420	1586	2012	758	248	1199	794	469	541	1993	1010
	86%	87%	82%	87%	87%	86%	87%	91%	86%	86%	85%	87%	86%	86%
								a						
TOTAL DISSATISFIED	406	33	19	193	203	291	95	18	167	108	67	64	275	130
	12%	11%	13%	12%	11%	12%	11%	7%	12%	12%	12%	10%	12%	11%
						c	c							
Don't know	74	5	6	26	44	49	16	6	20	20	13	16	40	29
	2%	2%	4%	2%	2%	2%	2%	2%	1%	2%	2%	3%	2%	3%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?

Base : All eligible respondents (switched or decided not to switch)

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
Very satisfied	1589	1344	135	78	**	1391	198	676	820
	45%	45%	48%	46%	**	45%	50%	42%	49%
							a		a
Fairly satisfied	1433	1234	108	72	**	1289	144	632	711
	41%	41%	38%	42%	**	41%	36%	40%	43%
Fairly dissatisfied	309	268	21	12	**	272	37	197	89
	9%	9%	8%	7%	**	9%	9%	12%	5%
								b	
Very dissatisfied	97	82	9	4	**	90	8	62	25
	3%	3%	3%	2%	**	3%	2%	4%	1%
								b	
TOTAL SATISFIED	3022	2578	243	151	**	2680	342	1307	1530
	86%	86%	87%	88%	**	86%	87%	82%	92%
									a
TOTAL DISSATISFIED	406	350	30	16	**	362	45	258	114
	12%	12%	11%	9%	**	12%	11%	16%	7%
								b	
Don't know	74	58	7	4	**	66	8	26	23
	2%	2%	2%	2%	**	2%	2%	2%	1%

Columns Tested: a,b,c,d - a,b - a,b

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

Q54. How long did the switching process take - starting from confirming you wanted to switch to being able to use your [SERVICE/S] with your new provider?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1250	852	852	416	436	205	479	168	-	-	-
Effective Weighted Sample	1103	830	830	410	421	205	471	168	-	-	-
Total	1133	630	630	326	304	120	365	145	-	-	-
1 day	129	58	58	24	34	12	30	16	**	**	**
	11%	9%	9%	7%	11%	10%	8%	11%	**	**	**
					a						
2-3 days	188	78	78	24	54	19	22	36	**	**	**
	17%	12%	12%	7%	18%	16%	6%	25%	**	**	**
					a	b		ab			
4-6 days	156	56	56	22	34	17	25	14	**	**	**
	14%	9%	9%	7%	11%	14%	7%	10%	**	**	**
					a	b					
A week	206	114	114	55	60	19	69	27	**	**	**
	18%	18%	18%	17%	20%	16%	19%	18%	**	**	**
2-3 weeks	287	215	215	146	69	31	155	29	**	**	**
	25%	34%	34%	45%	23%	26%	42%	20%	**	**	**
				b			ac				
A month	65	46	46	25	21	11	29	6	**	**	**
	6%	7%	7%	8%	7%	9%	8%	4%	**	**	**
More than a month	20	10	10	4	6	4	5	2	**	**	**
	2%	2%	2%	1%	2%	3%	1%	1%	**	**	**
Don't know	82	52	52	26	26	8	30	15	**	**	**
	7%	8%	8%	8%	9%	6%	8%	10%	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q54. How long did the switching process take - starting from confirming you wanted to switch to being able to use your [SERVICE/S] with your new provider?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	1250	-	-	-	-	-	-	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1103	-	-	-	-	-	-	171	227	-	-	-	-	-	-	-
Total	1133	-	-	-	-	-	-	147	356	-	-	-	-	-	-	-
1 day	129	**	**	**	**	**	**	24	47	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	16%	13%	**	**	**	**	**	**	**
2-3 days	188	**	**	**	**	**	**	22	88	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	15%	25%	**	**	**	**	**	**	**
								a								
4-6 days	156	**	**	**	**	**	**	18	82	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	12%	23%	**	**	**	**	**	**	**
								a								
A week	206	**	**	**	**	**	**	24	68	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	16%	19%	**	**	**	**	**	**	**
2-3 weeks	287	**	**	**	**	**	**	34	38	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	23%	11%	**	**	**	**	**	**	**
								b								
A month	65	**	**	**	**	**	**	6	13	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	4%	4%	**	**	**	**	**	**	**
More than a month	20	**	**	**	**	**	**	3	6	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	2%	2%	**	**	**	**	**	**	**
Don't know	82	**	**	**	**	**	**	15	16	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	10%	4%	**	**	**	**	**	**	**
								b								

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q54. How long did the switching process take - starting from confirming you wanted to switch to being able to use your [SERVICE/S] with your new provider?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	1250	-	-	566	674	798	350	98	490	344	201	208	834	409
Effective Weighted Sample	1103	-	-	499	595	698	323	92	427	306	180	186	732	366
Total	1133	-	-	518	607	770	283	77	459	308	174	185	767	360
1 day	129	**	**	69	58	94	28	**	53	31	24	21	84	44
	11%	**	**	13%	10%	12%	10%	**	12%	10%	14%	11%	11%	12%
				b										
2-3 days	188	**	**	100	87	154	28	**	91	48	28	21	139	49
	17%	**	**	19%	14%	20%	10%	**	20%	16%	16%	11%	18%	14%
				b		b			df				d	
4-6 days	156	**	**	72	84	128	24	**	74	36	21	25	110	46
	14%	**	**	14%	14%	17%	8%	**	16%	12%	12%	13%	14%	13%
						b								
A week	206	**	**	92	112	144	52	**	80	56	35	33	136	68
	18%	**	**	18%	18%	19%	18%	**	17%	18%	20%	18%	18%	19%
2-3 weeks	287	**	**	124	162	146	103	**	108	90	40	47	198	87
	25%	**	**	24%	27%	19%	36%	**	24%	29%	23%	26%	26%	24%
						a								
A month	65	**	**	27	38	42	18	**	27	16	9	12	43	22
	6%	**	**	5%	6%	5%	6%	**	6%	5%	5%	7%	6%	6%
More than a month	20	**	**	7	13	11	8	**	4	9	4	3	13	7
	2%	**	**	1%	2%	1%	3%	**	1%	3%	2%	1%	2%	2%
									a					
Don't know	82	**	**	27	52	50	22	**	21	22	13	24	43	36
	7%	**	**	5%	9%	7%	8%	**	5%	7%	7%	13%	6%	10%
					a							abe		ae

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q54. How long did the switching process take - starting from confirming you wanted to switch to being able to use your [SERVICE/S] with your new provider?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1250	1058	101	67	24	1104	146	541	626
Effective Weighted Sample	1103	932	89	60	22	971	134	473	559
Total	1133	960	94	60	20	1007	126	510	548
1 day	129	114	9	**	**	118	11	57	63
	11%	12%	9%	**	**	12%	9%	11%	12%
2-3 days	188	159	13	**	**	176	13	101	69
	17%	17%	14%	**	**	17%	10%	20%	13%
						b		b	
4-6 days	156	134	12	**	**	142	14	87	59
	14%	14%	13%	**	**	14%	11%	17%	11%
								b	
A week	206	172	18	**	**	179	27	96	100
	18%	18%	19%	**	**	18%	21%	19%	18%
2-3 weeks	287	241	27	**	**	251	37	108	171
	25%	25%	29%	**	**	25%	29%	21%	31%
									a
A month	65	56	6	**	**	53	12	28	36
	6%	6%	6%	**	**	5%	10%	5%	7%
							a		
More than a month	20	17	2	**	**	16	4	9	10
	2%	2%	2%	**	**	2%	3%	2%	2%
Don't know	82	66	8	**	**	73	9	24	40
	7%	7%	8%	**	**	7%	7%	5%	7%

Columns Tested: a,b,c,d - a,b - a,b

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

Q55. How did this compare to your expectations before starting the switching process?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	1250	852	852	416	436	205	479	168	-	-	-
Effective Weighted Sample	1103	830	830	410	421	205	471	168	-	-	-
Total	1133	630	630	326	304	120	365	145	-	-	-
It was much slower than I expected	123	61	61	26	36	25	29	8	**	**	**
	11%	10%	10%	8%	12%	20%	8%	5%	**	**	**
						bc					
It was a little slower than I expected	218	107	107	52	55	18	57	32	**	**	**
	19%	17%	17%	16%	18%	15%	16%	22%	**	**	**
It took as long as I expected	496	315	315	179	136	53	200	62	**	**	**
	44%	50%	50%	55%	45%	44%	55%	43%	**	**	**
				b			ac				
It was a little quicker than I expected	154	75	75	34	40	13	37	25	**	**	**
	14%	12%	12%	11%	13%	11%	10%	17%	**	**	**
							b				
It was much quicker than I expected	93	44	44	23	21	8	27	9	**	**	**
	8%	7%	7%	7%	7%	6%	7%	7%	**	**	**
TOTAL SLOWER	341	168	168	78	90	42	86	40	**	**	**
	30%	27%	27%	24%	30%	35%	24%	27%	**	**	**
						b					
TOTAL QUICKER	248	119	119	57	62	20	64	34	**	**	**
	22%	19%	19%	18%	20%	17%	18%	24%	**	**	**
Don't know	49	28	28	12	16	4	15	9	**	**	**
	4%	4%	4%	4%	5%	3%	4%	6%	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q55. How did this compare to your expectations before starting the switching process?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	a	b	~a	~b	~c	~a	~b	~a	~b
Unweighted total	1250	-	-	-	-	-	-	171	227	-	-	-	-	-	-	-
Effective Weighted Sample	1103	-	-	-	-	-	-	171	227	-	-	-	-	-	-	-
Total	1133	-	-	-	-	-	-	147	356	-	-	-	-	-	-	-
It was much slower than I expected	123	**	**	**	**	**	**	10	52	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	7%	15%	**	**	**	**	**	**	**
									a							
It was a little slower than I expected	218	**	**	**	**	**	**	21	89	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	15%	25%	**	**	**	**	**	**	**
									a							
It took as long as I expected	496	**	**	**	**	**	**	57	124	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	39%	35%	**	**	**	**	**	**	**
It was a little quicker than I expected	154	**	**	**	**	**	**	29	50	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	20%	14%	**	**	**	**	**	**	**
It was much quicker than I expected	93	**	**	**	**	**	**	15	35	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	10%	10%	**	**	**	**	**	**	**
TOTAL SLOWER	341	**	**	**	**	**	**	32	141	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	22%	40%	**	**	**	**	**	**	**
									a							
TOTAL QUICKER	248	**	**	**	**	**	**	44	85	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	30%	24%	**	**	**	**	**	**	**
Don't know	49	**	**	**	**	**	**	15	6	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	10%	2%	**	**	**	**	**	**	**
								b								

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q55. How did this compare to your expectations before starting the switching process?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	a	b	a	b	~c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	1250	-	-	566	674	798	350	98	490	344	201	208	834	409
Effective Weighted Sample	1103	-	-	499	595	698	323	92	427	306	180	186	732	366
Total	1133	-	-	518	607	770	283	77	459	308	174	185	767	360
It was much slower than I expected	123	**	**	52	71	87	34	**	60	26	16	21	86	37
	11%	**	**	10%	12%	11%	12%	**	13% b	8%	9%	11%	11%	10%
It was a little slower than I expected	218	**	**	108	109	157	50	**	99	60	29	28	160	57
	19%	**	**	21%	18%	20%	18%	**	22% df	20%	16%	15%	21% f	16%
It took as long as I expected	496	**	**	221	273	308	138	**	185	150	80	81	334	160
	44%	**	**	43%	45%	40%	49% a	**	40%	49% a	46%	43%	44%	45%
It was a little quicker than I expected	154	**	**	79	74	117	29	**	67	39	22	25	105	48
	14%	**	**	15%	12%	15% b	10%	**	14%	13%	13%	14%	14%	13%
It was much quicker than I expected	93	**	**	44	48	68	19	**	37	18	17	22	55	38
	8%	**	**	9%	8%	9%	7%	**	8%	6%	10%	12% be	7%	11% be
TOTAL SLOWER	341	**	**	159	180	244	84	**	160	86	45	49	246	93
	30%	**	**	31%	30%	32%	30%	**	35% bcd	28%	26%	26%	32% f	26%
TOTAL QUICKER	248	**	**	123	123	185	48	**	103	57	39	47	160	86
	22%	**	**	24%	20% b	24% b	17%	**	22%	18%	23%	25%	21%	24%
Don't know	49	**	**	15	32	33	12	**	12	15	11	9	27	20
	4%	**	**	3%	5% a	4%	4%	**	3%	5%	6% a	5%	4%	6% a

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q55. How did this compare to your expectations before starting the switching process?

Base : Those interviewed about their switching experience (except mobile) in the last six months

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	a	b
Unweighted total	1250	1058	101	67	24	1104	146	541	626
Effective Weighted Sample	1103	932	89	60	22	971	134	473	559
Total	1133	960	94	60	20	1007	126	510	548
It was much slower than I expected	123	108	8	**	**	113	11	72	46
	11%	11%	8%	**	**	11%	8%	14%	8%
								b	
It was a little slower than I expected	218	190	12	**	**	195	22	122	86
	19%	20%	13%	**	**	19%	18%	24%	16%
								b	
It took as long as I expected	496	417	49	**	**	437	59	187	281
	44%	43%	53%	**	**	43%	47%	37%	51%
									a
It was a little quicker than I expected	154	126	12	**	**	135	20	69	73
	14%	13%	13%	**	**	13%	16%	14%	13%
It was much quicker than I expected	93	76	9	**	**	84	9	47	42
	8%	8%	10%	**	**	8%	7%	9%	8%
TOTAL SLOWER	341	298	20	**	**	308	33	194	132
	30%	31%	21%	**	**	31%	26%	38%	24%
		b						b	
TOTAL QUICKER	248	203	21	**	**	219	29	116	115
	22%	21%	23%	**	**	22%	23%	23%	21%
Don't know	49	42	3	**	**	44	5	13	19
	4%	4%	3%	**	**	4%	4%	3%	4%

Columns Tested: a,b,c,d - a,b - a,b

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

Q56. Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.

Base : Those interviewed about switching or deciding not to switch in the last six months (excluding mobile)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	~a	~b	~c
Significance Level: 95%											
Unweighted total	2250	852	852	416	436	205	479	168	-	-	-
Effective Weighted Sample	2066	830	830	410	421	205	471	168	-	-	-
Total	1964	630	630	326	304	120	365	145	-	-	-
Yes, I have an online account and use it monthly	911	330	330	186	144	78	198	54	**	**	**
	46%	52%	52%	57%	48%	65%	54%	38%	**	**	**
				b		bc	c				
Yes, I have an online account and use it once every few months	594	152	152	70	81	21	85	46	**	**	**
	30%	24%	24%	22%	27%	18%	23%	32%	**	**	**
								ab			
Yes, I have an online account but haven't used it in the last 12 months	156	36	36	13	23	3	16	17	**	**	**
	8%	6%	6%	4%	8%	2%	4%	12%	**	**	**
					a			ab			
Yes, I have an online account but have never used it	98	35	35	20	16	5	23	7	**	**	**
	5%	6%	6%	6%	5%	4%	6%	5%	**	**	**
No, I don't have an online account	114	44	44	24	20	5	28	11	**	**	**
	6%	7%	7%	7%	7%	4%	8%	8%	**	**	**
Don't know	91	33	33	14	19	8	16	9	**	**	**
	5%	5%	5%	4%	6%	6%	4%	7%	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

Q56. Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.

Base : Those interviewed about switching or deciding not to switch in the last six months (excluding mobile)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	a	b	a	b	~c	a	b	a	b
Unweighted total	2250	-	-	-	-	-	-	171	227	1000	1000	-	754	246	754	246
Effective Weighted Sample	2066	-	-	-	-	-	-	171	227	982	982	-	741	241	741	241
Total	1964	-	-	-	-	-	-	147	356	830	830	-	620	211	620	211
Yes, I have an online account and use it monthly	911	**	**	**	**	**	**	58	141	382	382	**	290	92	290	92
	46%	**	**	**	**	**	**	39%	40%	46%	46%	**	47%	44%	47%	44%
Yes, I have an online account and use it once every few months	594	**	**	**	**	**	**	40	129	273	273	**	216	58	216	58
	30%	**	**	**	**	**	**	27%	36%	33%	33%	**	35% b	27%	35% b	27%
Yes, I have an online account but haven't used it in the last 12 months	156	**	**	**	**	**	**	11	47	62	62	**	42	20	42	20
	8%	**	**	**	**	**	**	8%	13%	7%	7%	**	7%	9%	7%	9%
Yes, I have an online account but have never used it	98	**	**	**	**	**	**	10	13	40	40	**	25	15	25	15
	5%	**	**	**	**	**	**	7%	4%	5%	5%	**	4%	7% a	4%	7% a
No, I don't have an online account	114	**	**	**	**	**	**	11	11	48	48	**	30	18	30	18
	6%	**	**	**	**	**	**	8% b	3%	6%	6%	**	5%	8% a	5%	8% a
Don't know	91	**	**	**	**	**	**	16	16	26	26	**	17	9	17	9
	5%	**	**	**	**	**	**	11% b	4%	3%	3%	**	3%	4%	3%	4%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

Q56. Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.

Base : Those interviewed about switching or deciding not to switch in the last six months (excluding mobile)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	2250	-	-	1068	1168	1357	699	190	917	589	357	377	1506	734
Effective Weighted Sample	2066	-	-	981	1072	1223	665	183	833	543	331	350	1376	681
Total	1964	-	-	930	1022	1222	579	159	809	513	304	330	1322	634
Yes, I have an online account and use it monthly	911	**	**	458	450	523	290	97	386	232	139	151	619	290
	46%	**	**	49%	44%	43%	50%	61%	48%	45%	46%	46%	47%	46%
				b			a	ab						
Yes, I have an online account and use it once every few months	594	**	**	282	311	391	169	34	268	157	89	79	425	168
	30%	**	**	30%	30%	32%	29%	21%	33%	31%	29%	24%	32%	27%
						c	c		df	d			df	
Yes, I have an online account but haven't used it in the last 12 months	156	**	**	84	70	119	32	5	60	37	27	32	97	59
	8%	**	**	9%	7%	10%	6%	3%	7%	7%	9%	10%	7%	9%
						bc								
Yes, I have an online account but have never used it	98	**	**	43	55	61	28	8	36	24	16	20	60	36
	5%	**	**	5%	5%	5%	5%	5%	4%	5%	5%	6%	5%	6%
No, I don't have an online account	114	**	**	37	77	68	36	10	35	29	23	27	64	50
	6%	**	**	4%	7%	6%	6%	6%	4%	6%	8%	8%	5%	8%
				a							ae	ae		ae
Don't know	91	**	**	27	59	60	23	6	23	34	10	20	57	31
	5%	**	**	3%	6%	5%	4%	4%	3%	7%	3%	6%	4%	5%
				a						ace		a		a

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

Q56. Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.

Base : Those interviewed about switching or deciding not to switch in the last six months (excluding mobile)

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	2250	1905	193	110	42	1973	277	937	1178
Effective Weighted Sample	2066	1747	178	102	39	1805	262	850	1095
Total	1964	1660	172	96	35	1725	239	839	1006
Yes, I have an online account and use it monthly	911	767	79	48	**	792	118	365	499
	46%	46%	46%	50%	**	46%	50%	44%	50%
									a
Yes, I have an online account and use it once every few months	594	514	45	26	**	539	55	261	309
	30%	31%	26%	27%	**	31%	23%	31%	31%
						b			
Yes, I have an online account but haven't used it in the last 12 months	156	128	13	9	**	140	15	89	59
	8%	8%	8%	10%	**	8%	6%	11%	6%
								b	
Yes, I have an online account but have never used it	98	86	8	3	**	84	14	43	51
	5%	5%	5%	3%	**	5%	6%	5%	5%
No, I don't have an online account	114	92	17	4	**	92	22	47	56
	6%	6%	10%	4%	**	5%	9%	6%	6%
			a				a		
Don't know	91	73	10	5	**	77	13	34	33
	5%	4%	6%	6%	**	4%	6%	4%	3%

Columns Tested: a,b,c,d - a,b - a,b

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

C11A. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Comparing the costs of the various deals available in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
Very confident	1661	314	849	174	140	63	190	61	535	372	163
	47%	50%	49%	53%	46%	52%	52%	42%	49%	51%	44%
				b			c				
Fairly confident	1418	262	668	130	133	51	148	63	406	277	129
	40%	42%	39%	40%	44%	43%	40%	43%	37%	38%	35%
Not very confident	279	36	143	13	23	4	16	16	107	62	45
	8%	6%	8%	4%	7%	3%	4%	11%	10%	8%	12%
			a		a			ab			
Not at all confident	84	8	33	5	3	1	6	1	26	12	14
	2%	1%	2%	2%	1%	1%	2%	1%	2%	2%	4%
											b
Don't know	60	11	38	4	7	1	6	4	28	12	16
	2%	2%	2%	1%	2%	*%	2%	3%	3%	2%	4%
											b

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

C11A. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Comparing the costs of the various deals available in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
Very confident	1661	164	116	254	177	77	61	62	190	561	371	190	431	129	287	83
	47%	57%	46%	45%	45%	45%	46%	42%	53%	44%	45%	43%	47%	37%	46%	40%
		bcdef							a				b			
Fairly confident	1418	72	111	223	161	63	39	70	127	552	367	185	393	159	277	90
	40%	25%	44%	40%	41%	37%	30%	48%	36%	44%	44%	42%	43%	45%	45%	43%
			af	af	af	a		b								
Not very confident	279	36	21	50	34	16	20	9	28	99	64	36	59	41	39	24
	8%	13%	8%	9%	9%	9%	15%	6%	8%	8%	8%	8%	6%	12%	6%	11%
							cd							a		a
Not at all confident	84	9	1	16	10	5	7	3	9	39	21	18	23	16	11	10
	2%	3%	*%	3%	3%	3%	6%	2%	3%	3%	3%	4%	3%	5%	2%	5%
		b		b		b	b							a		a
Don't know	60	5	5	18	9	9	5	3	2	16	7	9	8	8	4	3
	2%	2%	2%	3%	2%	5%	4%	2%	*%	1%	1%	2%	1%	2%	1%	2%
														a		

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

C11A. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Comparing the costs of the various deals available in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
Very confident	1661	144	46	858	788	1147	393	119	712	413	264	265	1125	529
	47%	49%	32%	52%	43%	49%	45%	44%	51%	45%	48%	43%	49%	45%
		b		b					bdf				bd	
Fairly confident	1418	115	69	625	786	908	388	119	534	396	231	248	930	479
	40%	39%	48%	38%	43%	39%	45%	44%	38%	43%	42%	40%	40%	41%
					a		a		a					
Not very confident	279	19	17	102	175	190	65	23	101	78	34	63	179	98
	8%	7%	12%	6%	10%	8%	8%	8%	7%	8%	6%	10%	8%	8%
					a							ace		
Not at all confident	84	12	6	31	51	56	17	11	25	20	13	25	45	37
	2%	4%	4%	2%	3%	2%	2%	4%	2%	2%	2%	4%	2%	3%
												abe		ae
Don't know	60	4	5	23	33	51	6	1	15	15	6	19	30	26
	2%	1%	4%	1%	2%	2%	1%	1%	1%	2%	1%	3%	1%	2%
						b						ace		ae

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

C11A. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Comparing the costs of the various deals available in the market?

Base : All eligible respondents (switched or decided not to switch)

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
Very confident	1661	1407	136	89	**	1475	185	785	769
	47%	47%	48%	52%	**	47%	47%	49%	46%
Fairly confident	1418	1212	110	68	**	1265	153	571	760
	40%	41%	39%	40%	**	41%	39%	36%	46%
								a	
Not very confident	279	243	20	11	**	241	38	168	90
	8%	8%	7%	6%	**	8%	10%	11%	5%
								b	
Not at all confident	84	78	3	2	**	70	14	51	25
	2%	3%	1%	1%	**	2%	4%	3%	2%
								b	
Don't know	60	46	11	1	**	56	4	17	23
	2%	2%	4%	1%	**	2%	1%	1%	1%
			ac						

Columns Tested: a,b,c,d - a,b - a,b

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

C11B. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Speaking to your current provider about new deals?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
Very confident	1279	261	591	147	114	65	151	45	330	231	99
	37%	41%	34%	45%	38%	54%	41%	31%	30%	31%	27%
		b		b		bc	c				
Fairly confident	1451	259	726	131	128	43	158	58	467	319	148
	41%	41%	42%	40%	42%	36%	43%	40%	42%	43%	40%
Not very confident	566	77	293	35	42	8	40	29	216	140	76
	16%	12%	17%	11%	14%	7%	11%	20%	20%	19%	21%
			a					ab			
Not at all confident	143	19	77	7	12	2	8	8	58	35	23
	4%	3%	4%	2%	4%	2%	2%	5%	5%	5%	6%
								b			
Don't know	64	14	45	7	8	1	8	5	31	10	20
	2%	2%	3%	2%	2%	1%	2%	4%	3%	1%	6%
											ab

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

C11B. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Speaking to your current provider about new deals?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
Very confident	1279	85	86	159	113	46	38	58	121	510	365	145	399	111	289	76
	37%	30%	34%	28%	29%	27%	29%	39%	34%	40%	44%	33%	44%	31%	47%	36%
										c	c		b		b	
Fairly confident	1451	124	95	248	174	75	51	60	174	490	322	168	362	128	249	73
	41%	43%	37%	44%	44%	44%	38%	41%	49%	39%	39%	38%	40%	36%	40%	35%
Not very confident	566	57	44	115	82	33	29	24	47	202	113	89	121	81	68	45
	16%	20%	17%	20%	21%	19%	22%	16%	13%	16%	14%	20%	13%	23%	11%	22%
												b		a		a
Not at all confident	143	14	18	27	18	9	9	3	11	52	24	28	26	26	12	12
	4%	5%	7%	5%	5%	5%	6%	2%	3%	4%	3%	6%	3%	7%	2%	6%
												b		a		a
Don't know	64	6	12	13	5	7	6	3	3	14	6	8	6	8	2	4
	2%	2%	5%	2%	1%	4%	5%	2%	1%	1%	1%	2%	1%	2%	0%	2%
			d			d	d							a		a

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

C11B. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Speaking to your current provider about new deals?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
Very confident	1279	110	35	665	608	753	382	144	540	302	206	226	842	432
	37%	38%	24%	41%	33%	32%	44%	53%	39%	33%	38%	36%	36%	37%
		b		b			a	ab	b				b	b
Fairly confident	1451	113	55	665	770	1021	338	89	571	410	230	231	981	461
	41%	38%	38%	41%	42%	43%	39%	33%	41%	44%	42%	37%	43%	39%
						bc				df			d	
Not very confident	566	53	36	237	327	429	108	28	216	157	81	108	373	189
	16%	18%	25%	14%	18%	18%	12%	10%	16%	17%	15%	17%	16%	16%
					a	bc								
Not at all confident	143	14	14	49	91	101	33	7	44	35	24	37	78	61
	4%	5%	10%	3%	5%	4%	4%	3%	3%	4%	4%	6%	3%	5%
					a							abe		ae
Don't know	64	4	4	23	37	49	9	5	16	18	7	19	34	26
	2%	1%	3%	1%	2%	2%	1%	2%	1%	2%	1%	3%	1%	2%
						b						ace		a

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

C11B. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Speaking to your current provider about new deals?

Base : All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
Very confident	1279	1075	113	66	**	1111	168	503	705
	37%	36%	40%	38%	**	36%	43%	32%	42%
							a		a
Fairly confident	1451	1248	109	67	**	1307	144	673	679
	41%	42%	39%	39%	**	42%	37%	42%	41%
						b			
Not very confident	566	487	34	36	**	503	62	313	214
	16%	16%	12%	21%	**	16%	16%	20%	13%
				b				b	
Not at all confident	143	121	18	3	**	130	12	88	41
	4%	4%	7%	2%	**	4%	3%	6%	2%
			ac					b	
Don't know	64	56	6	-	**	57	7	16	28
	2%	2%	2%	-%	**	2%	2%	1%	2%

Columns Tested: a,b,c,d - a,b - a,b

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

C11C. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the language and terminology used by providers?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
Very confident	1108	229	547	129	100	48	142	40	317	215	102
	32%	36%	32%	40%	33%	40%	39%	27%	29%	29%	28%
		b		b		c	c				
Fairly confident	1408	269	675	132	137	51	145	72	407	275	132
	40%	43%	39%	40%	45%	42%	40%	50%	37%	37%	36%
								b			
Not very confident	739	100	375	52	49	15	61	24	275	185	90
	21%	16%	22%	16%	16%	13%	17%	17%	25%	25%	24%
			a								
Not at all confident	188	20	98	9	11	5	11	4	78	48	30
	5%	3%	6%	3%	4%	4%	3%	3%	7%	7%	8%
			a								
Don't know	58	11	36	4	7	1	7	4	24	12	13
	2%	2%	2%	1%	2%	*%	2%	3%	2%	2%	3%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

C11C. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the language and terminology used by providers?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
Very confident	1108	89	85	143	96	47	37	47	132	383	274	109	298	84	212	61
	32%	31%	34%	25%	25%	28%	28%	32%	37%	30%	33%	25%	33%	24%	34%	29%
			cd								c		b			
Fairly confident	1408	92	101	213	152	62	47	60	129	544	376	168	388	155	282	94
	40%	32%	40%	38%	39%	36%	35%	41%	36%	43%	45%	38%	42%	44%	45%	45%
											c					
Not very confident	739	75	51	149	105	44	32	31	79	254	135	119	178	77	98	37
	21%	26%	20%	27%	27%	26%	24%	21%	22%	20%	16%	27%	19%	22%	16%	18%
										b		ab				
Not at all confident	188	23	11	44	32	12	13	6	13	72	37	35	42	30	23	15
	5%	8%	4%	8%	8%	7%	10%	4%	4%	6%	4%	8%	5%	8%	4%	7%
							b					b		a		a
Don't know	58	7	6	12	6	5	4	3	5	15	9	6	8	8	5	4
	2%	2%	2%	2%	2%	3%	3%	2%	1%	1%	1%	1%	1%	2%	1%	2%
														a		

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

C11C. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the language and terminology used by providers?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
Very confident	1108	86	23	632	471	748	274	86	517	248	163	179	765	342
	32%	29%	16%	39%	26%	32%	32%	32%	37%	27%	30%	29%	33%	29%
		b		b					bcdef				bdf	
Fairly confident	1408	106	62	636	764	912	375	116	537	410	219	232	947	451
	40%	36%	43%	39%	42%	39%	43%	42%	39%	44%	40%	37%	41%	39%
							a			adf				
Not very confident	739	80	40	278	451	515	170	52	260	199	133	140	459	273
	21%	27%	28%	17%	25%	22%	20%	19%	19%	22%	24%	23%	20%	23%
					a						ae	a		ae
Not at all confident	188	19	15	71	113	128	42	18	57	50	25	55	107	80
	5%	7%	11%	4%	6%	5%	5%	7%	4%	5%	5%	9%	5%	7%
					a							abce		ae
Don't know	58	3	4	23	33	49	7	-	16	14	9	14	30	23
	2%	1%	3%	1%	2%	2%	1%	-%	1%	2%	2%	2%	1%	2%
						bc								

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

C11C. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the language and terminology used by providers?

Base : All eligible respondents (switched or decided not to switch)

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
Very confident	1108	934	95	60	**	978	131	478	557
	32%	31%	34%	35%	**	31%	33%	30%	33%
									a
Fairly confident	1408	1217	106	64	**	1246	161	576	744
	40%	41%	38%	38%	**	40%	41%	36%	45%
									a
Not very confident	739	632	49	39	**	667	72	409	281
	21%	21%	17%	23%	**	21%	18%	26%	17%
								b	
Not at all confident	188	155	24	7	**	161	28	112	65
	5%	5%	9%	4%	**	5%	7%	7%	4%
			a					b	
Don't know	58	49	7	-	**	56	3	16	21
	2%	2%	2%	-%	**	2%	1%	1%	1%
			c						

Columns Tested: a,b,c,d - a,b - a,b

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

C11D. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the different options for the services in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
Very confident	1159	248	591	137	110	55	144	48	343	228	115
	33%	39%	34%	42%	36%	46%	40%	33%	31%	31%	31%
		b				c					
Fairly confident	1552	277	739	140	138	50	162	66	462	317	145
	44%	44%	43%	43%	45%	41%	44%	45%	42%	43%	40%
Not very confident	507	74	242	36	38	12	43	20	168	106	62
	14%	12%	14%	11%	12%	10%	12%	14%	15%	14%	17%
Not at all confident	218	21	116	8	13	3	10	8	96	66	30
	6%	3%	7%	2%	4%	2%	3%	5%	9%	9%	8%
			a								
Don't know	66	11	43	5	6	1	7	3	32	17	15
	2%	2%	2%	2%	2%	*%	2%	2%	3%	2%	4%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

C11D. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the different options for the services in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
Very confident	1159	102	88	154	104	50	46	41	130	397	283	114	302	95	218	65
	33%	35%	35%	27%	26%	30%	34%	28%	37%	31%	34%	26%	33%	27%	35%	31%
		cd									c		b			
Fairly confident	1552	107	123	232	168	64	51	76	157	579	388	191	425	154	292	96
	44%	37%	48%	41%	43%	38%	38%	52%	44%	46%	47%	44%	47%	43%	47%	45%
			ae													
Not very confident	507	37	23	107	70	37	19	19	47	199	112	87	130	69	80	32
	14%	13%	9%	19%	18%	22%	14%	13%	13%	16%	13%	20%	14%	20%	13%	15%
				ab	b	ab						b		a		
Not at all confident	218	32	13	51	40	11	13	8	20	74	38	36	44	30	23	15
	6%	11%	5%	9%	10%	6%	10%	5%	6%	6%	5%	8%	5%	8%	4%	7%
		b			b							b		a		a
Don't know	66	8	7	17	9	7	4	3	2	19	10	9	12	7	7	3
	2%	3%	3%	3%	2%	4%	3%	2%	*%	2%	1%	2%	1%	2%	1%	2%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

C11D. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the different options for the services in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
Very confident	1159	85	30	634	516	777	290	91	515	278	169	193	793	363
	33%	29%	21%	39%	28%	33%	33%	33%	37%	30%	31%	31%	34%	31%
				b					bcd				bf	
Fairly confident	1552	133	58	697	845	1027	407	114	594	440	251	259	1034	510
	44%	45%	40%	43%	46%	44%	47%	42%	43%	48%	46%	42%	45%	44%
					a					ad				
Not very confident	507	50	37	193	309	329	125	52	170	132	91	107	302	198
	14%	17%	26%	12%	17%	14%	14%	19%	12%	14%	17%	17%	13%	17%
					a			a			ae	ae		ae
Not at all confident	218	21	15	88	127	165	38	14	87	52	30	47	139	77
	6%	7%	11%	5%	7%	7%	4%	5%	6%	6%	5%	8%	6%	7%
						b								
Don't know	66	5	4	26	36	54	9	1	20	20	7	15	40	22
	2%	2%	3%	2%	2%	2%	1%	1%	1%	2%	1%	2%	2%	2%
						bc								

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

C11D. In terms of communications services such as mobile, landline, broadband and TV, how confident are you about each of these... Understanding the different options for the services in the market?

Base : All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
Very confident	1159	1002	83	56	**	1013	146	491	599
	33%	34%	30%	33%	**	33%	37%	31%	36%
									a
Fairly confident	1552	1316	133	75	**	1400	152	655	798
	44%	44%	48%	44%	**	45%	38%	41%	48%
						b			a
Not very confident	507	427	39	29	**	443	65	299	174
	14%	14%	14%	17%	**	14%	16%	19%	10%
								b	
Not at all confident	218	188	17	10	**	192	26	122	79
	6%	6%	6%	6%	**	6%	7%	8%	5%
								b	
Don't know	66	54	7	1	**	60	5	26	18
	2%	2%	3%	1%	**	2%	1%	2%	1%

Columns Tested: a,b,c,d - a,b - a,b

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

C4. Below is a list potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
Hearing: Poor hearing, partial hearing, or are deaf	383	57	192	25	33	25	21	12	135	98	36
	11%	9%	11%	8%	11%	20% bc	6%	8%	12%	13%	10%
Eyesight: Poor vision, colour blindness, partial sight, or are blind	428	54	216	21	33	17	23	15	162	114	48
	12%	9%	12% a	6%	11% a	14% b	6%	10%	15%	16%	13%
Mobility: Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	458	70	218	27	43	22	34	14	148	111	36
	13%	11%	13%	8%	14% a	19% bc	9%	10%	13%	15% c	10%
Dexterity: Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	279	31	119	9	22	7	13	10	89	62	27
	8%	5%	7% a	3%	7% a	6%	4%	7%	8%	8%	7%
Breathing: Breathlessness or chest pains	268	36	123	16	21	9	18	9	86	60	27
	8%	6%	7%	5%	7%	8%	5%	6%	8%	8%	7%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

C4. Below is a list potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
Mental abilities: Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	252 7%	31 5%	115 7%	17 5%	14 5%	5 4%	17 5%	9 6%	84 8%	57 8%	27 7%
Social/ behavioural: Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	179 5%	23 4%	86 5%	8 2%	15 5% a	4 3%	8 2%	10 7% b	63 6%	39 5%	25 7%
Your mental health: Anxiety, depression, or trauma-related conditions, for example	611 17%	122 19%	312 18%	65 20%	57 19%	22 19%	68 19%	32 22%	190 17%	107 15%	82 22% ab
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	267 8%	49 8%	136 8%	24 7%	25 8%	11 9%	31 9%	7 5%	87 8%	58 8%	29 8%
Nothing: no impairments or conditions impact or limit your daily activities or the work you can do	1668 48%	343 54% b	801 46%	190 58% b	152 50%	56 46%	218 60% ac	69 48%	459 42%	303 41%	156 42%
Prefer not to say	242 7%	39 6%	130 7%	15 5%	24 8% a	8 7%	16 4%	15 10% b	91 8%	56 8%	35 10%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

C4. Below is a list potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
Hearing: Poor hearing, partial hearing, or are deaf	383 11%	60 21%	19 7%	56 10%	39 10%	17 10%	16 12%	8 5%	61 17%	122 10%	71 8%	51 12%	85 9%	37 10%	48 8%	23 11%
		bcdef							a							
Eyesight: Poor vision, colour blindness, partial sight, or are blind	428 12%	47 16%	26 10%	89 16%	66 17%	23 14%	17 13%	20 13%	61 17%	131 10%	72 9%	59 13%	100 11%	31 9%	57 9%	15 7%
				b	b							b				
Mobility: Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	458 13%	55 19%	22 9%	70 13%	48 12%	22 13%	9 6%	15 11%	88 25%	137 11%	90 11%	46 11%	104 11%	33 9%	76 12%	15 7%
		bcdf							a						b	
Dexterity: Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	279 8%	27 9%	10 4%	52 9%	34 9%	18 11%	6 5%	14 9%	58 16%	88 7%	55 7%	32 7%	67 7%	21 6%	41 7%	15 7%
		b		b	b	b			a							
Breathing: Breathlessness or chest pains	268 8%	26 9%	21 8%	39 7%	26 7%	13 8%	5 4%	9 6%	35 10%	102 8%	67 8%	35 8%	72 8%	30 9%	51 8%	16 8%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

C4. Below is a list potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
Mental abilities: Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	252 7%	31 11% b	13 5%	40 7%	27 7%	13 8%	9 6%	10 7%	46 13%	82 6%	46 6%	36 8%	64 7%	17 5%	38 6%	8 4%
Social/ behavioural: Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	179 5%	26 9% cd	12 5%	25 4%	14 4%	11 6%	10 7%	5 4%	35 10% a	53 4%	30 4%	23 5%	43 5%	11 3%	25 4%	5 3%
Your mental health: Anxiety, depression, or trauma-related conditions, for example	611 17%	56 20%	42 16%	92 16%	62 16%	30 18%	35 26% bcd	29 20%	53 15%	217 17%	136 16%	81 18%	156 17%	61 17%	107 17%	29 14%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	267 8%	27 9%	23 9%	37 7%	26 7%	11 6%	13 10%	7 5%	19 5%	105 8%	69 8%	36 8%	76 8%	29 8%	54 9%	15 7%
Nothing: no impairments or conditions impact or limit your daily activities or the work you can do	1668 48%	87 30%	142 56% acdef	230 41% a	159 41% a	70 42% a	54 41% a	65 44%	140 39%	662 52%	459 55% c	203 46%	479 52%	183 52%	344 56%	115 54%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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C4. Below is a list potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
Prefer not to say	242	22	16	53	34	19	12	15	22	76	43	33	49	28	27	16
	7%	8%	6%	9%	9%	11%	9%	10%	6%	6%	5%	8%	5%	8%	4%	8% a

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

C4. Below is a list potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
Hearing: Poor hearing, partial hearing, or are deaf	383 11%	37 13%	14 10%	213 13% b	164 9%	261 11% b	74 8%	47 17% ab	197 14% bcdef	74 8%	51 9%	60 10%	271 12% bf	112 10%
Eyesight: Poor vision, colour blindness, partial sight, or are blind	428 12%	44 15%	15 11%	216 13%	209 11%	343 15% bc	63 7%	21 8%	181 13%	105 11%	63 12%	76 12%	287 12%	139 12%
Mobility: Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	458 13%	28 10%	18 13%	229 14%	226 12%	311 13%	103 12%	44 16%	204 15% bc	91 10%	51 9%	110 18% bcef	296 13% bc	161 14% bc
Dexterity: Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	279 8%	26 9%	6 4%	143 9%	130 7%	218 9% bc	48 5%	13 5%	137 10% bcf	56 6%	36 7%	49 8%	193 8% b	86 7%
Breathing: Breathlessness or chest pains	268 8%	21 7%	14 10%	146 9% b	120 7%	175 7%	61 7%	31 11% ab	91 7%	54 6%	41 7%	78 13% abce	145 6%	119 10% abe

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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C4. Below is a list potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
Mental abilities: Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	252 7%	27 9%	9 6%	124 8%	127 7%	209 9% bc	42 5% c	1 *%	90 6%	63 7%	36 6%	63 10% abce	153 7%	98 8%
Social/ behavioural: Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	179 5%	18 6%	5 4%	105 6% b	71 4%	152 6% bc	26 3% c	2 1%	64 5%	45 5%	24 4%	44 7% ace	109 5%	68 6%
Your mental health: Anxiety, depression, or trauma-related conditions, for example	611 17%	49 17%	32 22%	213 13%	395 22% a	454 19% bc	141 16% c	16 6%	155 11%	159 17% ae	97 18% ae	196 32% abcef	315 14% a	293 25% abce
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	267 8%	22 7%	14 10%	102 6%	160 9% a	140 6%	97 11% a	29 11% a	76 6%	60 6%	35 6%	94 15% abcef	136 6%	129 11% abce
Nothing: no impairments or conditions impact or limit your daily activities or the work you can do	1668 48%	135 46%	68 47%	804 49%	860 47%	1014 43%	499 57% a	152 56% a	706 51% df	482 52% df	263 48% df	208 34%	1188 51% df	471 40% d

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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C4. Below is a list potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
Prefer not to say	242	22	12	119	112	189	42	7	88	55	42	46	143	88
	7%	7%	8%	7%	6%	8%	5%	3%	6%	6%	8%	7%	6%	8%
						bc								

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

C4. Below is a list potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
Hearing: Poor hearing, partial hearing, or are deaf	383	334	22	18	**	351	32	383	-
	11%	11%	8%	11%	**	11%	8%	24% b	-%
Eyesight: Poor vision, colour blindness, partial sight, or are blind	428	362	35	24	**	393	35	428	-
	12%	12%	12%	14%	**	13% b	9%	27% b	-%
Mobility: Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	458	394	33	20	**	411	47	458	-
	13%	13%	12%	12%	**	13%	12%	29% b	-%
Dexterity: Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	279	235	23	19	**	253	25	279	-
	8%	8%	8%	11%	**	8%	6%	18% b	-%
Breathing: Breathlessness or chest pains	268	232	19	15	**	243	24	268	-
	8%	8%	7%	9%	**	8%	6%	17% b	-%

Columns Tested: a,b,c,d - a,b - a,b

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C4. Below is a list potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
Mental abilities: Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	252 7%	213 7%	27 10%	12 7%	** **	236 8% b	16 4%	252 16% b	- -%
Social/ behavioural: Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	179 5%	162 5% c	12 4%	3 2%	** **	173 6% b	6 2%	179 11% b	- -%
Your mental health: Anxiety, depression, or trauma-related conditions, for example	611 17%	519 17%	56 20%	28 17%	** **	552 18%	59 15%	611 38% b	- -%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	267 8%	220 7%	22 8%	18 11%	** **	238 8%	29 7%	267 17% b	- -%
Nothing: no impairments or conditions impact or limit your daily activities or the work you can do	1668 48%	1432 48% c	137 49% c	65 38%	** **	1453 47%	215 55% a	- -%	1668 100% a

Columns Tested: a,b,c,d - a,b - a,b

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

C4. Below is a list potential issues that may impact or limit a person's daily activities or the work they can do. Which of these, if any, affect you?

Base : All eligible respondents (switched or decided not to switch)

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
Prefer not to say	242	213	14	10	**	209	33	-	-
	7%	7%	5%	6%	**	7%	8%	-%	-%

Columns Tested: a,b,c,d - a,b - a,b

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

C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
WHITE											
British	1650	291	826	146	144	60	163	67	535	363	173
	47%	46%	48%	45%	48%	50%	45%	46%	49%	49%	47%
English	863	180	414	100	80	40	113	27	234	148	86
	25%	29%	24%	31%	26%	34%	31%	18%	21%	20%	24%
		b				c	c				
Scottish	176	34	90	23	10	8	21	4	56	40	16
	5%	5%	5%	7%	3%	7%	6%	3%	5%	5%	4%
				b							
Welsh	100	20	46	12	8	2	13	4	27	18	9
	3%	3%	3%	4%	3%	2%	4%	3%	2%	2%	2%
Irish	37	6	18	1	5	1	1	4	12	6	5
	1%	1%	1%	*%	2%	*%	*%	3%	1%	1%	1%
								b			
Gypsy, Traveller or Irish Traveller	7	1	5	1	-	-	1	-	4	1	3
	*%	*%	*%	*%	-%	-%	*%	-%	*%	*%	1%
Any other white background	110	24	55	17	7	2	19	3	31	19	12
	3%	4%	3%	5%	2%	2%	5%	2%	3%	3%	3%
				b							
MIXED/ MULTIPLE ETHNIC GROUPS											
White and Black Caribbean	37	4	22	2	3	-	2	3	18	10	7
	1%	1%	1%	1%	1%	-%	*%	2%	2%	1%	2%
White and Black African	18	-	9	-	-	-	-	-	9	6	2
	1%	-%	*%	-%	-%	-%	-%	-%	1%	1%	1%
			a								
White and Asian	34	6	14	-	6	-	1	4	9	6	2
	1%	1%	1%	-%	2%	-%	*%	3%	1%	1%	1%
					a			ab			

Columns Tested: a,b - a,b - a,b,c - a,b,c

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C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
Any other mixed/ multiple ethnic background	11	1	7	1	-	-	1	-	6	5	1
	*%	*%	*%	*%	-%	-%	*%	-%	1%	1%	*%
ASIAN AND BRITISH ASIAN											
Indian	77	11	30	5	7	1	6	4	19	16	3
	2%	2%	2%	1%	2%	1%	2%	3%	2%	2%	1%
Pakistani	80	6	34	1	6	-	2	4	27	22	5
	2%	1%	2%	*%	2%	-%	1%	3%	2%	3%	1%
					a			ab			
Bangladeshi	22	5	15	1	4	1	2	3	10	9	1
	1%	1%	1%	*%	1%	*%	1%	2%	1%	1%	*%
Any other Asian background	40	6	21	2	4	1	3	2	15	8	7
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	2%
BLACK AND BLACK BRITISH											
Caribbean	52	6	25	1	5	1	1	3	20	14	5
	1%	1%	1%	*%	2%	1%	*%	2%	2%	2%	1%
					a			b			
African	76	11	43	4	8	1	4	7	31	21	11
	2%	2%	2%	1%	2%	*%	1%	5%	3%	3%	3%
								ab			
Any other Black/ African/ Caribbean background	5	-	4	-	-	-	-	-	4	3	1
	*%	-%	*%	-%	-%	-%	-%	-%	*%	*%	*%
OTHER ETHNIC GROUP											
Other ethnic group	31	5	14	3	1	-	4	1	9	5	4
	1%	1%	1%	1%	*%	-%	1%	1%	1%	1%	1%
Prefer not to say	75	13	38	7	7	2	7	4	25	13	12
	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	3%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
WHITE																
British	1650 47%	127 44%	118 47%	290 52% f	198 51% f	92 54% f	53 40%	58 39%	170 48%	596 47%	415 50% c	181 41%	441 48%	155 44%	313 51%	102 49%
English	863 25%	66 23%	67 26% cd	101 18%	69 18%	32 19%	36 27% cd	36 25%	88 25%	325 26%	207 25%	118 27%	224 25%	100 28%	151 24%	55 26%
Scottish	176 5%	8 3%	19 7% a	29 5%	19 5%	10 6%	3 2%	9 6%	14 4%	64 5% c	54 6% c	10 2%	45 5%	19 5%	38 6%	15 7%
Welsh	100 3%	8 3%	5 2%	13 2%	9 2%	4 3%	3 2%	8 5% b	3 1%	43 3%	25 3%	18 4%	29 3%	13 4%	19 3%	5 3%
Irish	37 1%	4 1%	2 1%	5 1%	5 1%	- -%	4 3% e	2 1%	2 *%	16 1%	7 1%	9 2%	11 1%	4 1%	5 1%	2 1%
Gypsy, Traveller or Irish Traveller	7 *%	3 1%	- -%	1 *%	1 *%	- -%	3 2% bcd	2 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Any other white background	110 3%	8 3%	7 3%	16 3%	12 3%	4 3%	5 4%	5 4%	11 3%	39 3%	21 3%	18 4%	26 3%	14 4%	15 2%	6 3%
MIXED/ MULTIPLE ETHNIC GROUPS																
White and Black Caribbean	37 1%	11 4% bcd	- -%	7 1%	4 1%	3 2% b	4 3% b	1 1%	6 2%	7 1%	5 1%	3 1%	7 1%	- -%	5 1%	- -%
White and Black African	18 1%	3 1%	1 *%	5 1%	4 1%	1 1%	- -%	2 1%	- -%	8 1%	7 1%	1 *%	7 1%	1 *%	6 1%	1 *%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
White and Asian	34 1%	1 *%	1 1%	6 1%	5 1%	1 1%	1 1%	2 1%	3 1%	15 1%	7 1%	9 2%	11 1%	4 1%	5 1%	1 1%
Any other mixed/ multiple ethnic background	11 *%	4 1%	1 *%	1 *%	1 *%	- -%	- -%	1 1%	2 *%	2 *%	2 *%	- -%	2 *%	- -%	2 *%	- -%
ASIAN AND BRITISH ASIAN																
Indian	77 2%	6 2%	4 1%	9 2%	9 2%	- -%	2 2%	4 3%	16 4%	27 2%	16 2%	12 3%	24 3% b	3 1%	14 2%	2 1%
Pakistani	80 2%	7 3%	5 2%	15 3%	12 3%	3 2%	2 2%	3 2%	25 7% a	18 1%	12 1%	6 1%	13 1%	5 1%	9 1%	3 1%
Bangladeshi	22 1%	5 2%	1 1%	4 1%	4 1%	- -%	1 1%	- -%	2 *%	5 *%	2 *%	3 1%	2 *%	3 1%	1 *%	2 1%
Any other Asian background	40 1%	6 2%	5 2%	5 1%	3 1%	2 1%	3 2%	2 1%	2 *%	16 1%	7 1%	9 2%	10 1%	6 2%	6 1%	1 *%
BLACK AND BLACK BRITISH																
Caribbean	52 1%	4 2%	4 2%	11 2%	9 2%	2 1%	3 2%	2 1%	5 1%	20 2%	8 1%	12 3% b	11 1%	9 2%	5 1%	3 2%
African	76 2%	8 3%	2 1%	21 4% b	14 4%	6 4%	3 2%	2 1%	5 1%	27 2%	16 2%	12 3%	21 2%	7 2%	12 2%	4 2%
Any other Black/ African/ Caribbean background	5 *%	- -%	- -%	4 1%	3 1%	1 1%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
OTHER ETHNIC GROUP																
Other ethnic group	31	-	3	6	4	2	-	3	2	12	7	5	8	4	4	3
	1%	-%	1%	1%	1%	1%	-%	2%	*%	1%	1%	1%	1%	1%	1%	1%
Prefer not to say	75	6	7	12	6	5	4	8	3	26	14	12	18	8	9	5
	2%	2%	3%	2%	2%	3%	3%	5%	1%	2%	2%	3%	2%	2%	1%	3%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
WHITE														
British	1650	128	53	706	937	1104	416	130	669	432	257	280	1101	537
	47%	44%	37%	43%	51%	47%	48%	48%	48%	47%	47%	45%	48%	46%
English	863	73	45	457	401	489	275	99	312	224	146	172	537	319
	25%	25%	31%	28%	22%	21%	32%	36%	23%	24%	27%	28%	23%	27%
				b			a	a				ae		ae
Scottish	176	6	4	80	95	105	48	23	58	47	30	42	104	72
	5%	2%	3%	5%	5%	4%	6%	8%	4%	5%	5%	7%	5%	6%
								a				ae		ae
Welsh	100	10	8	47	53	54	36	9	43	22	13	22	65	35
	3%	3%	5%	3%	3%	2%	4%	3%	3%	2%	2%	4%	3%	3%
							a							
Irish	37	6	3	23	14	23	13	1	14	15	2	5	30	8
	1%	2%	2%	1%	1%	1%	2%	*%	1%	2%	*%	1%	1%	1%
										cf				
Gypsy, Traveller or Irish Traveller	7	-	-	5	1	6	1	-	3	1	1	2	4	3
	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%
Any other white background	110	10	8	45	65	91	17	3	37	31	22	20	68	42
	3%	3%	5%	3%	4%	4%	2%	1%	3%	3%	4%	3%	3%	4%
						bc								
MIXED/ MULTIPLE ETHNIC GROUPS														
White and Black Caribbean	37	3	-	10	26	33	2	-	17	8	6	5	25	11
	1%	1%	-%	1%	1%	1%	*%	-%	1%	1%	1%	1%	1%	1%
					a	bc								
White and Black African	18	1	-	5	13	17	1	-	9	2	6	1	11	7
	1%	*%	-%	*%	1%	1%	*%	-%	1%	*%	1%	*%	*%	1%
						b					bd			

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
White and Asian	34	6	3	21	14	30	3	-	17	6	7	4	23	12
	1%	2%	2%	1%	1%	1%	*%	-%	1%	1%	1%	1%	1%	1%
						b								
Any other mixed/ multiple ethnic background	11	-	-	5	6	11	-	-	4	4	2	1	7	4
	*%	-%	-%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%
						b								
ASIAN AND BRITISH ASIAN														
Indian	77	10	1	40	37	68	9	1	41	22	9	5	63	14
	2%	3%	1%	2%	2%	3%	1%	*%	3%	2%	2%	1%	3%	1%
						bc			df	df			df	
Pakistani	80	4	3	40	39	74	2	4	35	26	6	13	61	19
	2%	1%	2%	2%	2%	3%	*%	1%	3%	3%	1%	2%	3%	2%
						b		b	c	c			cf	
Bangladeshi	22	1	1	15	7	21	1	-	4	8	6	4	12	10
	1%	*%	1%	1%	*%	1%	*%	-%	*%	1%	1%	1%	1%	1%
						b				a	a			a
Any other Asian background	40	4	5	24	16	35	5	-	17	15	2	6	32	8
	1%	1%	4%	1%	1%	2%	1%	-%	1%	2%	*%	1%	1%	1%
						bc				c				
BLACK AND BLACK BRITISH														
Caribbean	52	6	5	19	32	42	10	-	18	13	9	12	31	20
	1%	2%	4%	1%	2%	2%	1%	-%	1%	1%	2%	2%	1%	2%
						c								
African	76	9	3	44	31	70	5	-	42	21	7	6	63	13
	2%	3%	2%	3%	2%	3%	1%	-%	3%	2%	1%	1%	3%	1%
				b		bc			cdf	f			cdf	
Any other Black/ African/ Caribbean background	5	1	-	2	3	5	-	-	4	1	-	-	5	-
	*%	*%	-%	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	-%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
OTHER ETHNIC GROUP														
Other ethnic group	31	4	1	16	14	22	7	2	16	10	4	2	25	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer not to say	75	9	3	36	31	53	16	3	27	14	13	16	41	29
	2%	3%	2%	2%	2%	2%	2%	1%	2%	2%	2%	3%	2%	2%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
WHITE									
British	1650	1472	75	61	**	1445	205	760	786
	47%	49%	27%	36%	**	46%	52%	48%	47%
		bc		b			a		
English	863	825	16	18	**	747	116	383	420
	25%	28%	6%	11%	**	24%	29%	24%	25%
		bc		b			a		
Scottish	176	24	149	3	**	162	14	81	92
	5%	1%	53%	2%	**	5%	4%	5%	5%
			ac						
Welsh	100	22	3	74	**	78	22	43	48
	3%	1%	1%	43%	**	3%	6%	3%	3%
				ab			a		
Irish	37	26	-	-	**	31	6	16	19
	1%	1%	-%	-%	**	1%	2%	1%	1%
Gypsy, Traveller or Irish Traveller	7	6	1	-	**	6	1	5	1
	*%	*%	*%	-%	**	*%	*%	*%	*%
Any other white background	110	96	6	5	**	105	5	32	75
	3%	3%	2%	3%	**	3%	1%	2%	4%
						b			a
MIXED/ MULTIPLE ETHNIC GROUPS									
White and Black Caribbean	37	36	1	-	**	37	-	21	12
	1%	1%	*%	-%	**	1%	-%	1%	1%
						b			
White and Black African	18	17	1	1	**	18	-	10	7
	1%	1%	*%	1%	**	1%	-%	1%	*%
White and Asian	34	29	4	2	**	32	2	22	13
	1%	1%	1%	1%	**	1%	1%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b

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

C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
Any other mixed/ multiple ethnic background	11	10	1	-	**	10	1	7	4
	*%	*%	*%	-%	**	*%	*%	*%	*%
ASIAN AND BRITISH ASIAN									
Indian	77	74	1	1	**	76	2	37	35
	2%	2%	*%	1%	**	2%	*%	2%	2%
		b				b			
Pakistani	80	75	3	2	**	73	7	48	24
	2%	2%	1%	1%	**	2%	2%	3%	1%
								b	
Bangladeshi	22	21	-	1	**	22	-	10	9
	1%	1%	-%	*%	**	1%	-%	1%	1%
Any other Asian background	40	38	1	-	**	40	-	13	25
	1%	1%	*%	-%	**	1%	-%	1%	1%
						b			
BLACK AND BLACK BRITISH									
Caribbean	52	47	4	1	**	49	3	31	17
	1%	2%	1%	1%	**	2%	1%	2%	1%
								b	
African	76	75	2	-	**	71	6	31	41
	2%	2%	1%	-%	**	2%	1%	2%	2%
		bc							
Any other Black/ African/ Caribbean background	5	5	-	-	**	5	-	2	1
	*%	*%	-%	-%	**	*%	-%	*%	*%
OTHER ETHNIC GROUP									
Other ethnic group	31	27	4	1	**	30	2	8	19
	1%	1%	1%	1%	**	1%	*%	1%	1%
									a

Columns Tested: a,b,c,d - a,b - a,b

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

C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
Prefer not to say	75	62	10	1	**	71	3	32	21
	2%	2%	4%	*/c	**	2%	1%	2%	1%

Columns Tested: a,b,c,d - a,b - a,b

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

C6. Which of the following best describes you?

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
In full time employment	1830	304	843	143	161	64	155	85	539	408	131
	52%	48%	49%	44%	53%	53%	42%	59%	49%	56%	36%
					a	b		b	c	ac	
In part time employment	596	108	310	68	40	16	69	22	202	135	67
	17%	17%	18%	21%	13%	14%	19%	15%	18%	18%	18%
				b							
Unemployed	218	41	132	22	19	8	27	7	90	35	55
	6%	7%	8%	7%	6%	6%	7%	5%	8%	5%	15%
									b		ab
A student	232	31	129	12	19	3	15	13	97	51	47
	7%	5%	7%	4%	6%	2%	4%	9%	9%	7%	13%
			a					ab			ab
Full- time responsibility for home/ family	161	44	90	20	24	14	27	3	46	23	22
	5%	7%	5%	6%	8%	12%	7%	2%	4%	3%	6%
						c	c				b
Retired	336	77	162	50	27	13	59	5	85	62	22
	10%	12%	9%	15%	9%	11%	16%	4%	8%	8%	6%
		b		b		c	c				
Other	89	19	45	10	8	1	12	5	26	16	11
	3%	3%	3%	3%	3%	1%	3%	4%	2%	2%	3%
Prefer not to say	40	5	21	-	5	1	1	3	16	5	11
	1%	1%	1%	-%	2%	1%	1%	2%	1%	1%	3%
					a			b			b

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

C6. Which of the following best describes you?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
In full time employment	1830	140	120	279	216	63	48	64	254	669	448	221	507	162	345	103
	52%	49%	47%	50%	55%	37%	36%	43%	71%	53%	54%	50%	56%	46%	56%	49%
		ef	f	ef	ef				a				b			
In part time employment	596	49	34	118	79	39	19	27	52	208	126	82	132	76	83	42
	17%	17%	14%	21%	20%	23%	14%	18%	15%	16%	15%	19%	14%	21%	13%	20%
				b		b								a		a
Unemployed	218	37	19	34	16	18	26	9	9	68	43	24	44	24	31	12
	6%	13%	8%	6%	4%	11%	19%	6%	3%	5%	5%	6%	5%	7%	5%	6%
		cd				cd	bcde									
A student	232	26	19	53	30	23	14	17	17	69	29	40	48	20	24	5
	7%	9%	7%	9%	8%	14%	10%	12%	5%	5%	3%	9%	5%	6%	4%	2%
						bd		b		b		ab				
Full- time responsibility for home/ family	161	10	15	21	10	11	7	4	11	56	44	12	45	10	38	6
	5%	4%	6%	4%	3%	6%	6%	3%	3%	4%	5%	3%	5%	3%	6%	3%
											c					
Retired	336	13	37	34	27	6	10	17	6	151	104	46	105	46	72	33
	10%	5%	15%	6%	7%	4%	7%	12%	2%	12%	13%	11%	11%	13%	12%	16%
			acdef					b								
Other	89	7	8	12	8	4	5	4	2	38	29	9	25	13	21	8
	3%	2%	3%	2%	2%	3%	4%	3%	*%	3%	4%	2%	3%	4%	3%	4%
								b								
Prefer not to say	40	4	2	9	5	4	4	4	5	10	6	4	6	3	5	1
	1%	1%	1%	2%	1%	3%	3%	3%	1%	1%	1%	1%	1%	1%	1%	*%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

C6. Which of the following best describes you?

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
In full time employment	1830	162	59	1017	805	1403	406	20	897	496	280	154	1393	434
	52%	55%	41%	62%	44%	60%	47%	7%	65%	54%	51%	25%	60%	37%
		b		b		bc	c		bcdef	df	df		bcdf	d
In part time employment	596	49	33	176	417	414	152	29	182	164	133	115	346	248
	17%	17%	23%	11%	23%	18%	17%	11%	13%	18%	24%	18%	15%	21%
					a	c	c			ae	abde	ae		ae
Unemployed	218	13	12	95	123	144	73	2	24	19	25	145	43	170
	6%	4%	8%	6%	7%	6%	8%	1%	2%	2%	4%	23%	2%	15%
						c	ac				abe	abcef		abce
A student	232	24	15	97	126	228	3	-	67	114	28	16	181	43
	7%	8%	11%	6%	7%	10%	*%	-%	5%	12%	5%	3%	8%	4%
						bc			d	acdef	d		acdf	
Full- time responsibility for home/ family	161	8	4	28	130	85	73	2	51	22	31	55	73	87
	5%	3%	3%	2%	7%	4%	8%	1%	4%	2%	6%	9%	3%	7%
					a	c	ac				abe	abce		abe
Retired	336	33	13	176	157	9	108	217	136	89	36	75	225	111
	10%	11%	9%	11%	9%	*%	12%	80%	10%	10%	7%	12%	10%	9%
				b			a	ab	c	c		c	c	c
Other	89	4	5	30	57	41	47	1	15	11	8	55	26	63
	3%	1%	4%	2%	3%	2%	5%	*%	1%	1%	2%	9%	1%	5%
					a		ac					abcef		abce
Prefer not to say	40	1	3	19	16	29	7	1	15	6	7	6	20	13
	1%	*%	2%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

C6. Which of the following best describes you?

Base : All eligible respondents (switched or decided not to switch)

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
In full time employment	1830	1565	135	92	**	1677	154	768	954
	52%	52%	48%	54%	**	54% b	39%	48%	57% a
In part time employment	596	517	50	20	**	525	72	282	267
	17%	17%	18%	12%	**	17%	18%	18%	16%
Unemployed	218	184	19	10	**	200	19	127	74
	6%	6%	7%	6%	**	6%	5%	8% b	4%
A student	232	205	13	9	**	213	18	121	88
	7%	7%	5%	5%	**	7%	5%	8% b	5%
Full- time responsibility for home/ family	161	129	15	15	**	126	35	70	77
	5%	4%	5%	9% a	**	4%	9% a	4%	5%
Retired	336	275	36	20	**	255	80	148	182
	10%	9%	13%	12%	**	8%	20% a	9%	11%
Other	89	77	8	3	**	74	15	67	16
	3%	3%	3%	2%	**	2%	4%	4% b	1%
Prefer not to say	40	35	4	-	**	38	2	9	10
	1%	1%	2%	-%	**	1%	*%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b

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

C7. What is the total number of people in the household (including yourself and any children)?

Base : All eligible respondents (switched or decided not to switch) answering this question

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3315	824	1649	410	414	203	473	148	825	518	307
Effective Weighted Sample	3077	802	1536	405	400	203	465	148	818	518	307
Total	3296	607	1605	321	286	119	361	128	998	671	327
1	467	95	242	61	33	16	65	14	147	102	45
	14%	16%	15%	19%	12%	13%	18%	11%	15%	15%	14%
				b			c				
2	989	190	475	120	70	30	129	30	285	202	83
	30%	31%	30%	37%	25%	26%	36%	24%	29%	30%	25%
				b			ac				
3-4	1469	265	701	119	147	58	141	66	435	286	149
	45%	44%	44%	37%	51%	49%	39%	52%	44%	43%	46%
					a	b		b			
5-6	371	57	187	22	35	14	26	17	130	80	50
	11%	9%	12%	7%	12%	12%	7%	14%	13%	12%	15%
					a	b		b			
7 or more	1	1	1	-	1	1	-	-	-	-	-
	*%	*%	*%	-%	*%	*%	-%	-%	-%	-%	-%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

C7. What is the total number of people in the household (including yourself and any children)?

Base : All eligible respondents (switched or decided not to switch) answering this question

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3315	213	199	413	271	142	108	155	213	1298	978	320	953	345	741	237
Effective Weighted Sample	3077	211	198	410	271	142	108	155	213	1232	960	320	904	329	728	233
Total	3296	251	245	502	351	151	115	133	334	1224	813	411	881	342	609	204
1	467	50	46	51	38	14	22	15	28	181	134	47	121	61	96	38
	14%	20%	19%	10%	11%	9%	19%	12%	8%	15%	16%	12%	14%	18%	16%	19%
		cde	cde				cde				c					
2	989	68	91	126	100	27	34	34	85	395	256	139	297	98	199	57
	30%	27%	37%	25%	28%	18%	30%	26%	25%	32%	32%	34%	34%	29%	33%	28%
		e	acde		e		e									
3-4	1469	95	83	257	174	83	45	67	182	519	346	173	374	146	258	88
	45%	38%	34%	51%	49%	55%	39%	50%	54%	42%	43%	42%	42%	43%	42%	43%
				abf	ab	abf										
5-6	371	38	24	68	40	28	14	16	39	128	77	51	91	37	56	21
	11%	15%	10%	14%	11%	18%	12%	12%	12%	10%	9%	13%	10%	11%	9%	10%
						b										
7 or more	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

C7. What is the total number of people in the household (including yourself and any children)?

Base : All eligible respondents (switched or decided not to switch) answering this question

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3315	212	108	1544	1756	2115	918	277	1298	871	538	592	2169	1130
Effective Weighted Sample	3077	212	108	1431	1631	1960	858	261	1196	809	501	556	2005	1057
Total	3296	272	139	1525	1756	2167	855	269	1294	865	528	592	2159	1119
1	467	24	23	234	230	229	163	74	137	131	46	149	268	195
	14%	9%	17%	15%	13%	11%	19%	28%	11%	15%	9%	25%	12%	17%
			a				a	ab		ace		abcef	c	ace
2	989	98	41	424	562	492	331	163	341	300	160	183	641	343
	30%	36%	30%	28%	32%	23%	39%	61%	26%	35%	30%	31%	30%	31%
					a		a	ab		ae		a	a	a
3-4	1469	115	58	697	765	1128	312	29	654	348	256	205	1002	460
	45%	42%	42%	46%	44%	52%	36%	11%	51%	40%	48%	35%	46%	41%
						bc	c		bdef	d	bdf		bdf	d
5-6	371	35	17	170	198	317	50	3	161	86	67	55	247	121
	11%	13%	12%	11%	11%	15%	6%	1%	12%	10%	13%	9%	11%	11%
						bc	c		d					
7 or more	1	-	-	1	-	1	-	-	1	-	-	-	1	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

C7. What is the total number of people in the household (including yourself and any children)?

Base : All eligible respondents (switched or decided not to switch) answering this question

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3315	2832	260	163	60	2929	386	1436	1682
Effective Weighted Sample	3077	2627	242	152	56	2715	363	1332	1563
Total	3296	2817	257	162	59	2921	375	1462	1631
1	467	400	36	25	**	420	46	227	215
	14%	14%	14%	15%	**	14%	12%	16%	13%
2	989	824	99	49	**	834	155	397	542
	30%	29%	38%	30%	**	29%	41%	27%	33%
			a				a		a
3-4	1469	1270	97	71	**	1335	134	666	713
	45%	45%	38%	44%	**	46%	36%	46%	44%
		b				b			
5-6	371	322	25	17	**	331	40	173	162
	11%	11%	10%	11%	**	11%	11%	12%	10%
7 or more	1	-	-	1	**	1	-	1	-
	*%	-%	-%	*%	**	*%	-%	*%	-%
				a					

Columns Tested: a,b,c,d - a,b - a,b

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

C8. And what is the total number of children aged under 18 in the household?

Base : All eligible respondents (switched or decided not to switch) answering this question

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	3315	824	1649	410	414	203	473	148	825	518	307
Effective Weighted Sample	3077	802	1536	405	400	203	465	148	818	518	307
Total	3296	607	1605	321	286	119	361	128	998	671	327
NONE	1713	331	838	190	141	54	216	62	507	352	155
	52%	55%	52%	59%	49%	45%	60%	49%	51%	53%	47%
				b			ac				
1	733	128	355	62	66	33	66	28	227	140	87
	22%	21%	22%	19%	23%	28%	18%	22%	23%	21%	27%
						b					
2	613	109	302	49	60	19	60	30	193	137	55
	19%	18%	19%	15%	21%	16%	17%	24%	19%	20%	17%
					a						
3-4	210	38	97	20	18	12	19	7	59	34	26
	6%	6%	6%	6%	6%	10%	5%	5%	6%	5%	8%
						b					
5-6	2	1	2	-	1	1	-	-	1	1	-
	*%	*%	*%	-%	*%	*%	-%	-%	*%	*%	-%
Refused	25	1	11	1	-	1	-	-	11	6	4
	1%	*%	1%	*%	-%	*%	-%	-%	1%	1%	1%
			a								

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

C8. And what is the total number of children aged under 18 in the household?

Base : All eligible respondents (switched or decided not to switch) answering this question

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3315	213	199	413	271	142	108	155	213	1298	978	320	953	345	741	237
Effective Weighted Sample	3077	211	198	410	271	142	108	155	213	1232	960	320	904	329	728	233
Total	3296	251	245	502	351	151	115	133	334	1224	813	411	881	342	609	204
NONE	1713	123	158	226	168	58	61	71	129	675	457	218	487	188	346	111
	52%	49%	65%	45%	48%	38%	53%	54%	38%	55%	56%	53%	55%	55%	57%	55%
		e	acdef				e	b								
1	733	64	49	114	69	46	30	27	83	268	173	95	196	72	129	44
	22%	25%	20%	23%	20%	30%	26%	20%	25%	22%	21%	23%	22%	21%	21%	21%
						bd										
2	613	41	28	123	89	34	14	23	89	199	131	68	141	58	96	35
	19%	16%	12%	25%	25%	23%	12%	17%	27%	16%	16%	17%	16%	17%	16%	17%
				abf	abf	bf			a							
3-4	210	21	7	31	19	12	11	11	28	73	49	24	53	20	36	12
	6%	8%	3%	6%	6%	8%	9%	8%	8%	6%	6%	6%	6%	6%	6%	6%
		b				b	b									
5-6	2	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-
	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Refused	25	3	2	6	4	2	-	1	5	8	3	5	4	4	1	2
	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	*%	1%	*%	1%	*%	1%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

C8. And what is the total number of children aged under 18 in the household?

Base : All eligible respondents (switched or decided not to switch) answering this question

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3315	212	108	1544	1756	2115	918	277	1298	871	538	592	2169	1130
Effective Weighted Sample	3077	212	108	1431	1631	1960	858	261	1196	809	501	556	2005	1057
Total	3296	272	139	1525	1756	2167	855	269	1294	865	528	592	2159	1119
NONE	1713	141	77	791	915	862	589	259	571	498	260	373	1069	633
	52%	52%	56%	52%	52%	40%	69%	96%	44%	58%	49%	63%	50%	57%
							a	ab		ace	a	abcef	a	ace
1	733	67	28	333	396	585	141	5	324	190	124	94	514	218
	22%	25%	20%	22%	23%	27%	16%	2%	25%	22%	23%	16%	24%	19%
						bc	c		df	d	d		df	
2	613	45	23	294	318	515	96	2	286	131	107	84	417	192
	19%	17%	17%	19%	18%	24%	11%	1%	22%	15%	20%	14%	19%	17%
						bc	c		bdf		bd		bd	
3-4	210	17	8	90	119	181	26	3	98	39	33	38	138	71
	6%	6%	6%	6%	7%	8%	3%	1%	8%	5%	6%	6%	6%	6%
						bc			b					
5-6	2	-	-	1	1	2	-	-	1	1	-	-	2	-
	*%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	-%
Refused	25	3	3	15	7	22	3	-	14	5	4	2	19	6
	1%	1%	2%	1%	*%	1%	*%	-%	1%	1%	1%	*%	1%	1%
				b										

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

C8. And what is the total number of children aged under 18 in the household?

Base : All eligible respondents (switched or decided not to switch) answering this question

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3315	2832	260	163	60	2929	386	1436	1682
Effective Weighted Sample	3077	2627	242	152	56	2715	363	1332	1563
Total	3296	2817	257	162	59	2921	375	1462	1631
NONE	1713	1445	150	87	**	1474	239	725	895
	52%	51%	58%	53%	**	50%	64%	50%	55%
			a				a		a
1	733	638	47	33	**	675	57	352	336
	22%	23%	18%	20%	**	23%	15%	24%	21%
						b		b	
2	613	528	43	32	**	555	59	283	292
	19%	19%	17%	20%	**	19%	16%	19%	18%
3-4	210	180	16	11	**	190	20	87	99
	6%	6%	6%	7%	**	7%	5%	6%	6%
5-6	2	2	-	-	**	2	-	1	1
	*%	*%	-%	-%	**	*%	-%	*%	*%
Refused	25	23	1	1	**	25	1	14	10
	1%	1%	1%	*%	**	1%	*%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b

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

C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted total	3502	852	1763	416	436	205	479	168	911	567	344
Effective Weighted Sample	3254	830	1646	410	421	205	471	168	903	567	344
Total	3502	630	1731	326	304	120	365	145	1101	734	367
Up to £10,399	256	38	138	25	13	4	26	9	100	53	47
	7%	6%	8%	8% b	4%	3%	7% a	6%	9%	7%	13% b
From £10,400 to £15,599	354	61	182	40	21	11	44	6	121	67	53
	10%	10%	10%	12% b	7%	9%	12% c	4%	11%	9%	15% b
From £15,600 to £25,999	625	109	317	67	42	15	74	21	208	135	74
	18%	17%	18%	21% b	14%	12%	20% a	14%	19%	18%	20%
From £26,000 to £36,399	604	110	291	58	52	23	64	23	181	137	44
	17%	17%	17%	18%	17%	19%	18%	16%	16% c	19% c	12%
From £36,400 to £51,999	641	114	296	51	64	24	62	28	182	136	46
	18%	18%	17%	16%	21% a	20%	17%	20%	17%	19% c	13%
£52,000 and above	620	126	277	56	71	35	59	33	150	120	30
	18%	20% b	16%	17%	23% a	29% b	16%	23%	14% c	16% c	8%
Don't know	161	29	91	10	19	4	12	14	62	28	33
	5%	5%	5%	3%	6% a	3%	3%	10% ab	6%	4%	9% ab
Prefer not to say	241	42	139	18	23	6	25	11	97	57	41
	7%	7%	8%	6%	8%	5%	7%	8%	9%	8%	11%

Columns Tested: a,b - a,b - a,b,c - a,b,c

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C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3502	243	207	461	302	159	125	171	227	1341	1000	341	983	358	754	246
Effective Weighted Sample	3254	241	206	457	302	159	125	171	227	1272	982	341	932	341	741	241
Total	3502	286	254	561	391	169	133	147	356	1268	830	438	913	354	620	211
Up to £10,399	256	42	24	34	16	18	21	9	16	92	56	36	59	33	33	23
	7%	15%	10%	6%	4%	11%	16%	6%	4%	7%	7%	8%	6%	9%	5%	11%
		cd	d			cd	cd									a
From £10,400 to £15,599	354	45	20	55	35	20	26	12	42	118	76	42	78	41	55	21
	10%	16%	8%	10%	9%	12%	19%	8%	12%	9%	9%	10%	9%	11%	9%	10%
		bcd					bcd									
From £15,600 to £25,999	625	56	43	109	76	33	28	17	64	227	160	67	167	60	125	35
	18%	20%	17%	20%	20%	19%	21%	12%	18%	18%	19%	15%	18%	17%	20%	17%
From £26,000 to £36,399	604	38	45	97	75	22	14	29	60	224	150	74	161	63	112	38
	17%	13%	18%	17%	19%	13%	10%	20%	17%	18%	18%	17%	18%	18%	18%	18%
					f											
From £36,400 to £51,999	641	38	50	94	75	19	17	34	89	221	148	73	168	53	112	37
	18%	13%	20%	17%	19%	11%	13%	23%	25%	17%	18%	17%	18%	15%	18%	17%
			e		e											
£52,000 and above	620	33	39	78	62	16	10	26	60	258	172	86	188	70	131	41
	18%	12%	15%	14%	16%	9%	7%	18%	17%	20%	21%	20%	21%	20%	21%	20%
			f	f	f											
Don't know	161	13	9	40	19	20	7	10	8	52	23	30	33	19	17	6
	5%	4%	4%	7%	5%	12%	6%	7%	2%	4%	3%	7%	4%	5%	3%	3%
						abd		b				ab				
Prefer not to say	241	21	24	53	32	20	11	9	17	75	45	30	59	16	36	9
	7%	7%	9%	9%	8%	12%	8%	6%	5%	6%	5%	7%	6%	4%	6%	4%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3502	229	112	1645	1827	2282	932	280	1380	920	558	620	2300	1178
Effective Weighted Sample	3254	229	112	1527	1698	2119	871	263	1274	856	520	582	2129	1102
Total	3502	294	144	1639	1833	2352	869	272	1387	922	549	621	2308	1169
Up to £10,399	256	26	10	96	155	155	74	26	34	50	35	135	84	170
	7%	9%	7%	6%	8%	7%	9%	9%	2%	5%	6%	22%	4%	15%
					a		a			ae	ae	abcef		abce
From £10,400 to £15,599	354	23	19	145	208	239	85	30	78	76	66	133	154	199
	10%	8%	13%	9%	11%	10%	10%	11%	6%	8%	12%	21%	7%	17%
					a					a	abe	abcef		abce
From £15,600 to £25,999	625	42	24	278	344	399	163	63	170	203	110	140	372	250
	18%	14%	17%	17%	19%	17%	19%	23%	12%	22%	20%	23%	16%	21%
								a		ae	ae	ae	a	ae
From £26,000 to £36,399	604	49	26	281	319	394	163	47	238	173	132	59	411	190
	17%	17%	18%	17%	17%	17%	19%	17%	17%	19%	24%	9%	18%	16%
									d	d	abdef		d	d
From £36,400 to £51,999	641	56	17	339	298	450	141	49	304	191	102	44	495	146
	18%	19%	12%	21%	16%	19%	16%	18%	22%	21%	19%	7%	21%	12%
				b					df	df	df		df	d
£52,000 and above	620	58	28	333	283	406	180	34	439	122	44	15	561	59
	18%	20%	20%	20%	15%	17%	21%	12%	32%	13%	8%	2%	24%	5%
				b		c	ac		bcdef	cdf	df		bcdf	d
Don't know	161	17	13	61	97	149	8	2	42	50	19	46	92	65
	5%	6%	9%	4%	5%	6%	1%	1%	3%	5%	4%	7%	4%	6%
					a	bc				a		ace		ae
Prefer not to say	241	23	6	105	129	160	54	22	82	57	40	50	139	90
	7%	8%	4%	6%	7%	7%	6%	8%	6%	6%	7%	8%	6%	8%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	a	b
Unweighted total	3502	2985	281	171	65	3099	403	1549	1716
Effective Weighted Sample	3254	2772	262	159	60	2876	379	1439	1596
Total	3502	2987	281	171	64	3108	394	1592	1668
Up to £10,399	256 7%	219 7%	21 8%	11 7%	** **	222 7%	34 9%	156 10% b	88 5%
From £10,400 to £15,599	354 10%	303 10%	27 10%	21 12%	** **	322 10%	33 8%	234 15% b	98 6%
From £15,600 to £25,999	625 18%	507 17%	58 21%	48 28% a	** **	540 17%	86 22% a	311 20%	282 17%
From £26,000 to £36,399	604 17%	512 17%	46 16%	27 16%	** **	551 18% b	53 14%	280 18%	300 18%
From £36,400 to £51,999	641 18%	553 19%	47 17%	34 20%	** **	576 19%	64 16%	256 16%	354 21% a
£52,000 and above	620 18%	556 19% c	46 16% c	9 5%	** **	536 17%	84 21% a	214 13%	370 22% a
Don't know	161 5%	135 5%	15 5%	10 6%	** **	144 5%	17 4%	83 5% b	55 3%
Prefer not to say	241 7%	202 7%	21 8%	11 7%	** **	218 7%	23 6%	57 4%	120 7% a

Columns Tested: a,b,c,d - a,b - a,b

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FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted total	3008	751	1480	379	372	188	430	133	729	466	263
Effective Weighted Sample	2789	731	1378	374	359	188	423	133	723	466	263
Total	2987	553	1437	296	257	110	328	115	884	603	280
Most Financially Vulnerable	599	94	314	50	43	17	56	21	220	119	101
	20%	17%	22%	17%	17%	15%	17%	18%	25%	20%	36%
			a						b		ab
Potentially Financially Vulnerable	1494	282	721	164	118	49	183	50	439	308	131
	50%	51%	50%	55%	46%	44%	56%	44%	50%	51%	47%
				b			ac				
Least Financially Vulnerable	893	178	402	82	95	44	89	44	224	176	48
	30%	32%	28%	28%	37%	40%	27%	38%	25%	29%	17%
		b			a	b		b	c	c	

Columns Tested: a,b - a,b - a,b,c - a,b,c

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL		FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	YES	NO	YES	NO
Significance Level: 95%	Total	a	b	c	d	e	f	a	b	a	b	c	a	b	a	b
Unweighted total	3008	197	175	357	239	118	101	138	202	1188	906	282	874	314	686	220
Effective Weighted Sample	2789	195	174	354	239	118	101	138	202	1128	890	282	830	299	674	216
Total	2987	232	217	435	310	126	108	119	317	1114	752	362	804	310	563	189
Most Financially Vulnerable	599	78	40	103	57	46	42	21	55	210	133	77	149	61	95	38
	20%	34%	18%	24%	18%	36%	39%	17%	17%	19%	18%	21%	19%	20%	17%	20%
		bcd				bcd	bcd									
Potentially Financially Vulnerable	1494	106	110	223	166	58	49	62	176	536	378	158	382	154	283	95
	50%	46%	51%	51%	54%	46%	46%	52%	55%	48%	50%	44%	47%	50%	50%	50%
Least Financially Vulnerable	893	48	67	109	87	22	17	36	86	369	242	127	274	95	185	57
	30%	21%	31%	25%	28%	18%	16%	30%	27%	33%	32%	35%	34%	31%	33%	30%
			aef		ef											

Columns Tested: a,b,c,d,e,f - a,b - a,b,c - a,b - a,b

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted total	3008	188	94	1433	1562	1896	856	255	1214	788	480	518	2002	998
Effective Weighted Sample	2789	188	94	1326	1450	1754	800	240	1118	731	447	486	1850	932
Total	2987	241	121	1411	1563	1944	795	246	1212	782	470	515	1994	984
Most Financially Vulnerable	599	54	**	243	352	445	124	30	130	138	108	222	267	329
	20%	22%	**	17%	22%	23%	16%	12%	11%	18%	23%	43%	13%	33%
					a	bc				ae	abe	abcef	a	abce
Potentially Financially Vulnerable	1494	99	**	700	793	949	410	135	522	426	280	260	948	541
	50%	41%	**	50%	51%	49%	51%	55%	43%	54%	60%	51%	48%	55%
									ae	ade	a	a	a	ae
Least Financially Vulnerable	893	89	**	469	418	549	262	81	560	218	81	33	779	114
	30%	37%	**	33%	27%	28%	33%	33%	46%	28%	17%	6%	39%	12%
				b			a		bcdef	cdf	df		bcdf	d

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e,f

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		NATION				URBANITY		ANY IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	~d	a	b	a	b
Significance Level: 95%									
Unweighted total	3008	2571	237	144	56	2655	353	1335	1531
Effective Weighted Sample	2789	2383	221	134	52	2457	332	1237	1422
Total	2987	2556	234	143	54	2642	344	1362	1480
Most Financially Vulnerable	599	504	50	40	**	536	63	350	212
	20%	20%	21%	28%	**	20%	18%	26%	14%
				a				b	
Potentially Financially Vulnerable	1494	1261	115	81	**	1334	160	704	730
	50%	49%	49%	57%	**	50%	46%	52%	49%
Least Financially Vulnerable	893	792	69	22	**	772	121	308	538
	30%	31%	29%	15%	**	29%	35%	23%	36%
		c	c				a		a

Columns Tested: a,b,c,d - a,b - a,b